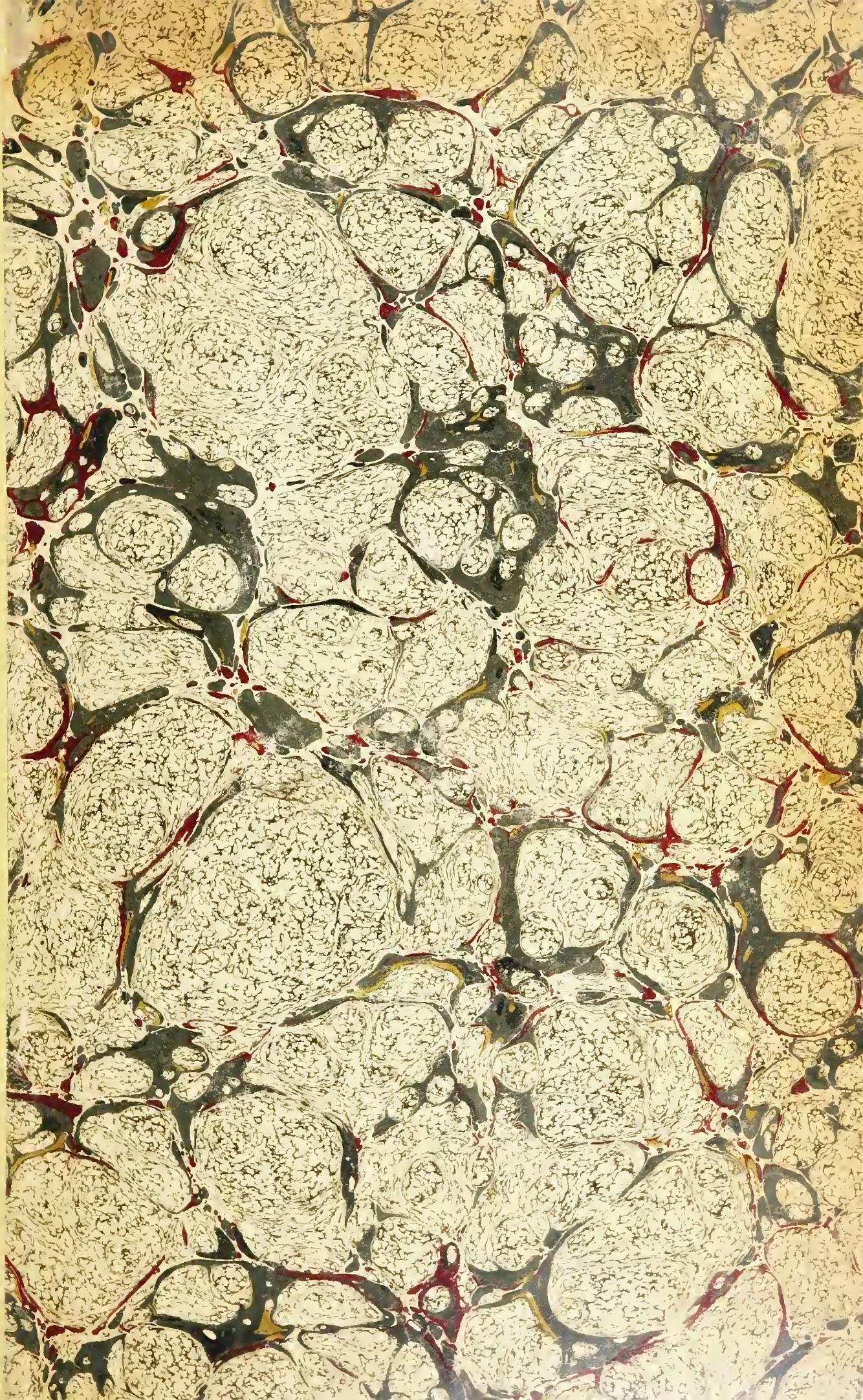
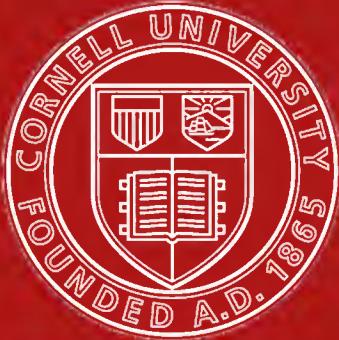


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*Springfield*



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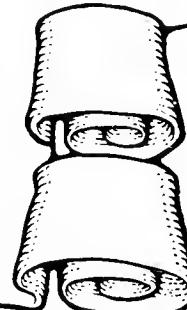
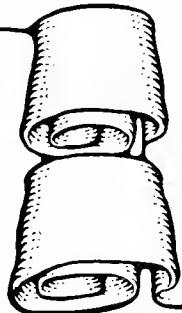
OCTOBER

VOL.  
2

1912

No.  
9

\$1.50 per year 20 cents per copy



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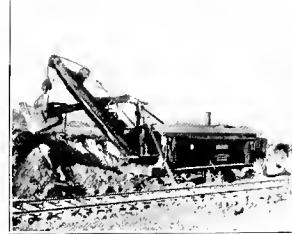
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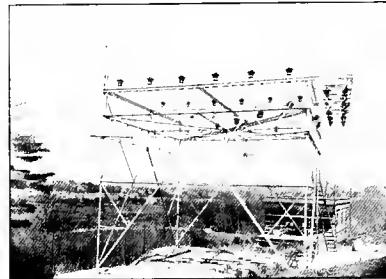
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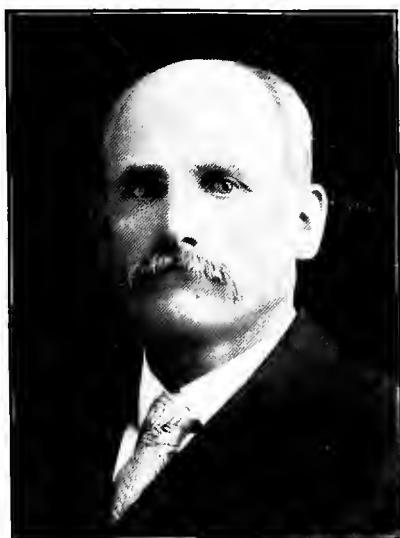
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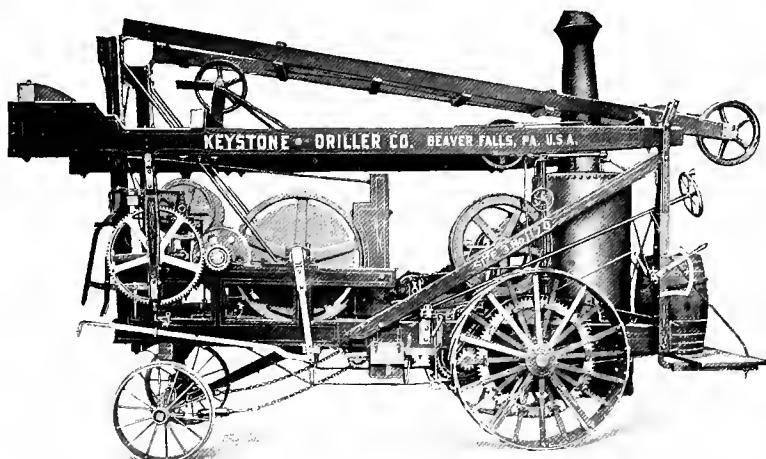


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EMMETT HAY NAYLOR, Editor-in-Chief. CHARLES HOWARD BOSWORTH, Advertising Manager. FRANK PRESCOTT FOGG, Editor and Business Manager.

Entered as Second Class Matter, May 26, 1911, at the Post Office, Springfield, Mass., under the Act of March 3, 1879.

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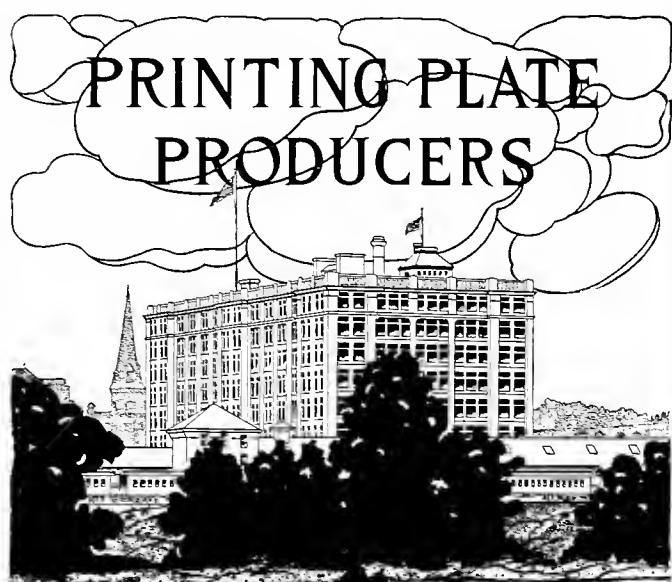


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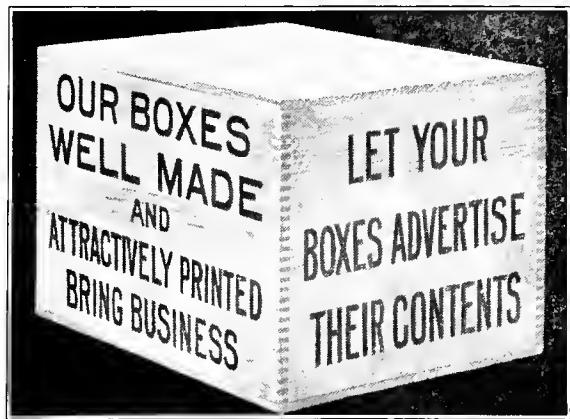
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# WESTERN NEW ENGLAND

VOL. 2

OCTOBER, 1912

NO. 9

## AMHERST

THE PROSPEROUS, RAPIDLY-GROWING MASSACHUSETTS COMMUNITY OF LEARNING AND HOMES. A TOWN OF ATTRACTIONS

By W. R. Brown

AMHERST and vicinity covers the most picturesque portion of the Connecticut Valley and of the State. The broad and beautiful meadows bordering the river are bounded on the north by table mountains of sandstone and conglomerate—the Sugar Loafs and Mount Toby—and walled on the south by the trap bluffs of the Holyoke and Mount Tom ranges. The granite mountains which make the eastern rim of the uplands overlook the meadows and form the western border of the Connecticut Valley, in the wider topographic sense, while beyond the limit of the quadrangle the gneiss ridges of Pelham shut it in on the east and finally, the winding Connecticut, with its many bends and oxbows, and the rich bottom lands or meadows in Hadley, Hatfield, and Northampton, form an appropriate center for foreground of a region as varied in beauty as it is diversified in geological interest." Thus Amherst has the honor of being described in the United States Geological Survey. The town is situated at the heart of western Massachusetts, at an average altitude of about 300 feet above sea level and 200 feet above the Connecticut River, three miles away. The main village is on one of a series of rounded glacial hills, called drumlins, or by the homely phrase, "hogbacks," that extend from north to south through

the center of the township, forming an important element in the scenery. Fifty years ago Dunn Browne in the last chapter of his book, "Dunn Browne Abroad," in his ardent love of this section writes that, "It is just the most beautiful region in the whole world. Set in its frame of lovely hills and mountains, it is the finest picture Nature ever painted. In its fresh spring morning, in its effulgent summer noon tide, in its gorgeous autumnal hues, and in its silvery winter moonlight, it surpasses all other most favored climes."

### History

The land that now comprises the township of Amherst was included in the purchase made by John Pynchon of Springfield from the Nonotuck tribe of Indians in 1658. A year later the ancient town of Hadley, which included most of Amherst, was settled by people from Hartford, Wethersfield and Windsor, Connecticut. Amherst was for a long time only a precinct of Hadley. The first settlers came from that town and Hatfield in 1728, and in 1730, when Hadley voted to lay out an acre of land for a cemetery for the "east inhabitants," there were 18 families here. One hundred years after the founding of Hadley, Amherst was incorporated as a district and Governor Pownell gave it the name of Amherst in honor of



From an oil painting after a portrait by Sir Joshua Reynolds.  
SIR JEFFERY AMHERST  
Commander of British forces against Louisburg, and in recognition of whose estimable character the district of Amherst, Mass., was named by Governor Powell.



Dean,  
Photographer

VIEW FROM LESSIE STREET, AMHERST  
Look towards the Common.

General Jeffery Amherst, who was at that time the English commander of the noted expedition against Louisburg, and afterwards Commander-in-Chief and field marshal of the English armies. From that time on, thrift and prosperity characterized the district. F. H. Hitchcock states in his "Hand Book of Amherst," that the white population then actually outnumbered that of Hadley, and in 1776 had become some two hundred greater than in any of the surrounding villages. The business section of the town was formerly what is now known as East Amherst, but it commenced to congregate in the present location soon after the establishment of Amherst College in 1821, and the center of population has since continued to move nearer the western border of the township.

Amherst furnished a generous quota of men and officers in the Revolutionary War, and for the war of 1812, although it was bitterly opposed to the latter struggle. Three hundred and seventy-four Amherst men volunteered to serve in the war of the rebellion, fifty-eight of whom gave their lives for the cause.

#### Recent Growth

The population has steadily increased during every decade since the town was established, but the growth during the past five, and especially the last three years has been much more rapid than ever before in its history. The population according to the state census of 1905 was 5313, and the U. S. of 1910, 5112, but that apparent decrease is explained by the fact that the college students for the first time were not included. If they had been counted as heretofore the 1910 census would have given Amherst a population considerably over 6000. The growth in the past five years is well illustrated by the number of new houses erected. In 1908 there were 15; 1909, 18; 1910, 19; 1911, 32; and this year there will be

about 35. The average cost of those erected in 1911 was \$5,310, of these all but three are one-family houses, and all but six were built to be occupied by the owners. The cost of the new buildings erected this year, counting only those with the roof put on, and including Pratt dormitory and the Psi Upsilon fraternity house at Amherst College, and the new dairy building at Massachusetts Agricultural College, will be nearly \$500,000.

#### Public Utilities

*The pure water supply* of Amherst has been a large factor in the development of the town and will hereafter be even more important, especially along residential lines. None better in the world can be found than is supplied by the springs of the granite Pelham hills, and the Amherst Water Company furnishes an abundant supply. Its reservoirs are scrupulously guarded from all sources of contamination by the ever vigilant state Board of Health. This is distributed throughout the town, including both North and South Amherst and the village of Cushman at an average pressure of nearly 100 pounds per square inch. The company is alive to the rapidly increasing wants of the community which it serves, and two years ago tripled its storage capacity by building a new reservoir at an expense of over \$40,000, and it has since laid about fifteen miles of new mains.

*Steam railways.*—Amherst, as the result of persistent effort and liberal expenditure of money on the part of its citizens, is now served by two steam and two electric railways. The New London and Northern Railroad, leased to the Central Vermont, which is in turn controlled by the Grand Trunk, runs from Montreal through Amherst to New London. This is now an important freight road and when the new line, now under construction, from Palmer to Providence, is completed, it will soon become



Dean,  
Photographer

SUBSTANTIAL BUSINESS BLOCKS  
West side of South Pleasant Street.

one of the most important in New England, and it is expected that it will be necessary to double track the road bed through Amherst. Good connections are made at Palmer by trains over this road with the Boston and Albany, and many Amherst people usually go that way in their trips to the "Hub." The Massachusetts Central division of the Boston and Maine Railroad, controlled by the New York, New Haven and Hartford Railroad Company, runs from Boston through Amherst to Northampton and Springfield, and is the more important passenger and express line. It is now giving good service, but great improvements are hoped for. Among other things it is expected there will be a larger freight yard and a new freight house at Amherst in the near future.

*Electric cars* are run by the Connecticut Valley Street Railway Company half-hourly from Amherst through Hadley to Northampton, and from there to Holyoke and Springfield. Most Amherst people going to Springfield, however, take the steam cars at Northampton, as the fare is the same, only 20 cents, and as there are 24 trains daily, good connections can usually be made. The Amherst division of the Holyoke Street Railway Company runs cars from Sunderland and Pelham to Amherst every hour, and from North and East Amherst through South Amherst to Holyoke twice an hour. Trolley Express cars are run daily over both the Holyoke and the Connecticut Valley roads, and a milk car is run to Holyoke, taking the milk from the doors of the Amherst farmers and delivering it in the heart of the city.

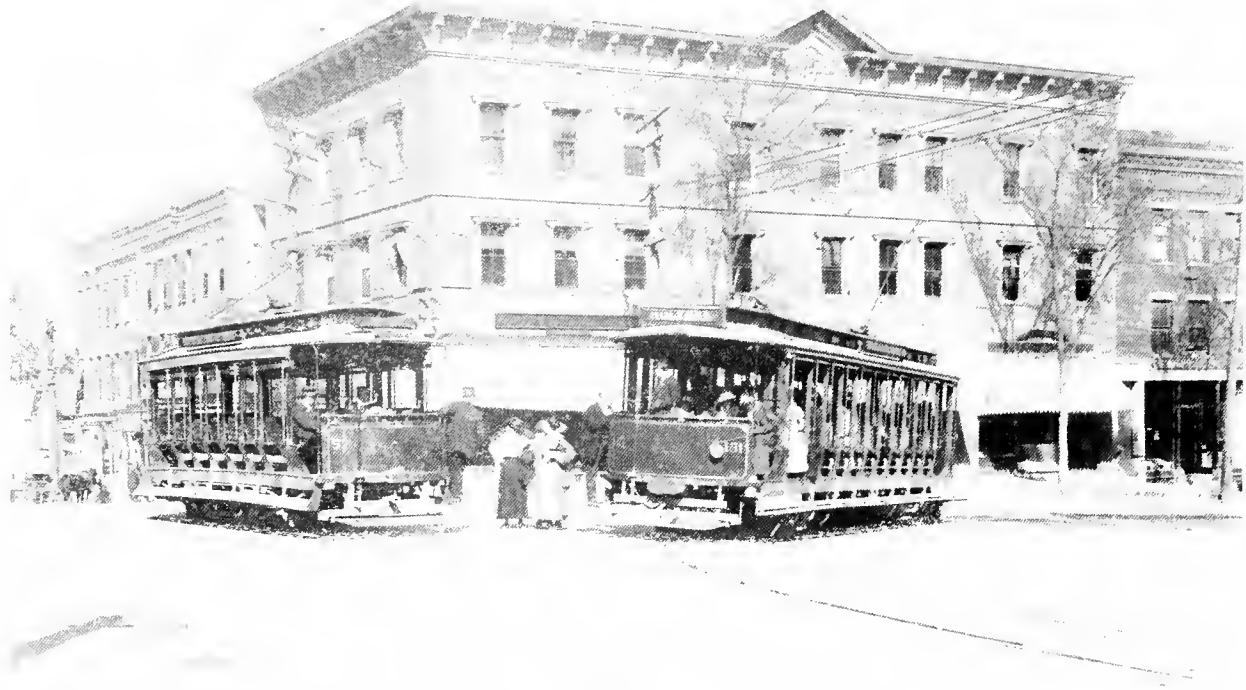
*Gas and electricity* for light, heat and power are furnished in unlimited quantities by the Amherst Gas Company at low prices, and it is hoped that substantial reductions will be made in the cost for electricity in the near future. This is due to the advantage that the local

company has in being under the same management as the Turners Falls Power Company at Turners Falls, where the Connecticut river is dammed and power enough can be generated to supply this section of the state. Indeed, judging from the rate that this management has recently made in other places where it operates, Amherst is likely soon to get electricity for all of its manifold purposes at prices equaled by few, and beaten by no other community in New England.

A new water-gas plant has recently been erected so that an ample supply of gas for domestic purposes as well as for commercial and industrial requirements is assured at reasonable rates.

#### The Educational Advantages

are unsurpassed by any other town in the country. It is the seat of two well-known institutions of learning, classical Amherst College, and, the rapidly-growing Massachusetts Agricultural College; besides it is only thirty minutes trolley ride to Smith, the largest college for girls in the world, at Northampton and to Mount Holyoke, the famous institution founded by Mary Lyon at South Hadley. Great interest is taken in the public schools of the town, and special effort is made to keep them at a high degree of efficiency. The purpose being that "Amherst should have not only good schools, but "Amherst must have the best schools." Two new grade school buildings have recently been erected on Kellogg Avenue at a cost of over \$30,000, and a new high school building and additional play grounds are now under consideration. The Amherst High School is one of the very few in New England where the number of boys usually equals or exceeds the number of girls. Graduates are admitted on certificate to all the New England colleges that take students



Dean,  
Photographer

AMHERST CENTRE  
Cook's Block, with Pleasant Street at left and Main Street at right.

without examination. Over twenty-five percent of the graduates enter college, which is about double the average percentage.

### Residential Advantages

All agree that Amherst is one of the most beautiful New England towns, made so by its natural scenery, and supplemented by the far-sighted care that its citizens have for years given its commons and trees. The streets are wide and well shaded. Nearly all the houses were built for occupancy by the owners and show a distinct individuality. The dry-goods-box style and the monotonous regularity, so common in many communities, are not found here. Most of the dwellings set well back from the streets on lots of ample frontage, that are tastefully set with shrubbery, and in summer kept well sprinkled and mown.

*The healthfulness* of the town is a matter of common knowledge. The atmosphere is singularly dry for New England. The fogs and general dampness that characterize many of the low-lying communities are uncommon hereabouts. Malaria is unknown, and pulmonary diseases are at the minimum for this section of the country.

Many lectures by eminent men are given every year at the Colleges, to which the public is invited. There are several heavily endowed lectureships at Amherst College for which the aim is to procure the best talent possible. The incumbents of the Henry Ward Beecher lectureship, for instance, during the past four years have been Hon. John Barrett, formerly U. S. Minister to Siam, F. W. Taussig, the distinguished professor of economics at Harvard University, Henry Morse Stephens, the noted historian and author of the University of California, and Hon. James Bryce, the famous scholar and author and

the present English Ambassador to the United States. The parents of Clyde Fitch gave the College \$20,000, the income of which is to be used to supply lectures to encourage the drama. The first series was given last year by Prof. Brandes Matthews of Columbia University. During the early part of this year Gilbert Murray, Regius professor of Greek at Oxford University, England, gave several lectures at the college for the purpose of reviving interest in Greek learning and literature, and it is expected that a similar series will hereafter be given annually or bi-annually, by some eminent Greek scholar. The College Church, also open to the public, is supplied nearly every Sunday by a noted preacher, usually from some big city pulpit.

Assemblies are held Wednesday afternoons at the Massachusetts Agricultural College that are addressed by well known speakers on a great variety of subjects. Many other lectures of general interest are given by prominent men every year in the various departments of the college's to which everyone is invited, and there are an innumerable number of lectures given by members of the faculty of both colleges on topics with which they are thoroughly familiar under the auspices of the various churches and societies of the town.

The library facilities of Amherst have induced many studious and literary inclined people to make their homes here. The town library has about 11,000 well selected books. The Amherst College library has about 106,000 volumes. Its reading room is supplied with all the more important American periodicals, and several English, German and French publications. Its best collection of books are of English literature, natural science, and American history.

The library of the Massachusetts Agricultural College contains about 40,000 volumes. It is especially well



Dean,  
Photographer

MAIN STREET BUSINESS BLOCKS  
New Lincoln Building in centre containing Post Office.

equipped with works on agriculture, horticulture, entomology, botany and chemistry.

The Forbes Library at Northampton contains about 116,000 volumes and a great many pictures. The advantages of all these libraries are free to citizens of Amherst.

*Music lovers* are attracted to Amherst by the many fine entertainments given here by first class artists. Twelve years ago the Oratorio Chorus of Amherst was founded to promote the love and culture of good music among the people of Amherst and vicinity, and since then, under the direction of Prof. William P. Bigelow, some of the masterpieces like "The Messiah" and "Elijah," have been rendered twice during the season, once during mid-winter and again at commencement. Any music lover with a correct ear and a singing voice may become a member of the chorus. All expenses are defrayed by an Amherst alumnus of the class of 1889 and by the college. Some of the artists who have sung here in connection with these works are Mme. Rider Kelsey, Mme. Kileski-Bradski, Margaret Keyes, Pearl Benedict, Ada Campbell Hussey, Frederick Martin, Horatio Connell, Reed Miller.

An Amherst Course of Concerts is also given every year under the management of Prof. Bigelow, which is supported by the town and the college. Four concerts are presented each season. Some of those recently given were by Shumann-Heink, Isabel Bouton, Gertrude Rennyson, Gerady, (cellist), Scharwenka, (pianist), Kneisel Quartet, Longy Club, Samaroff, (pianist) and Mero.

*Eleven churches*, all in comparatively easy financial circumstances, testify that the public worship of God in spite of the diversity of other attractions has not fallen in disfavor. There are four Congregational churches, one

at the Center, and one each at East, South and North Amherst. The Center or the "First Church" as it is commonly called, is the largest Protestant society of the town and numbers about 350 communicants. The other denominations represented are the Roman Catholic, Episcopalian, Unitarian, Methodist and Baptist.

### Societies and Clubs

*Social organizations* of many kinds flourish here and testify to the social and fraternal spirit that characterizes the community.

*Pacific Lodge of Masons* was first chartered on June 8, 1801. During the past ten years it has been remarkably prosperous. Last year it dedicated its beautiful new temple on Main Street that cost over \$25,000. In addition to the regular lodge room and hall, it comprises a large banquet hall, club and reading rooms. The total membership is now 273. In the early part of this year a Royal Arch Chapter was organized with thirty-seven members.

*Amherst Lodge of Odd Fellows* was organized in 1904, and now numbers 180 members. It completed a fine new lodge and club room building on Kellogg Avenue in 1909 at a cost of over \$12,000.

*The Amherst Club*, a social organization for men, was started in 1891. It occupies commodious quarters in Williams Block on Merchants Row that are always open to members and their guests, for rest, reading, billiards and pool or card playing. The membership is now 100, made up mainly of business and professional men.

*The Amherst Gun Club*, which now has 85 members was organized in 1888. For a number of years the name fitted the club, but for the past five years target shooting has been decreasing in popularity and the organization has



Dean, Photographer

NORTH PROSPECT STREET  
The Prospect House at left.

Dean, Photographer

THE OLD STRONG HOUSE  
Headquarters of the Amherst Historical Society, and the Mattoon Chapter Daughters of the American Revolution



*Dean, Photographer*

NORTH AMHERST  
Congregational Church at right; Public Library in centre.



*Dean, Photographer*

THE CHURCH AND GREEN  
At South Amherst.



Dean,  
Photographer

PROSPEROUS HOMES ON LINCOLN AVENUE  
North from near Amity Street.

become more of a general country club. The society owns a bungalow near the car line at "The Notch" that commands a fine view of the valley, which is a popular place for picnics, smoke-talks and various impromptu gatherings.

*The Hampshire Agricultural Society* has had 63 years of history; it holds annually a fair at East Amherst, and hereafter will be a recipient of \$1000 every year from the state toward paying its premium awards.

*Amherst Grange* No. 16, Patrons of Husbandry, was organized in 1873, and chartered by both the state and national grange. It now numbers 252 members and meetings are held twice a month throughout the year.

*The Amherst Woman's Club* takes an important place in the social life of the community. It was organized in 1893, state federated in 1895, and incorporated in 1903. Its membership is now limited to 250 and there are usually a number on the waiting list. Regular meetings of the club are held on the first and third Mondays of each month from October to April inclusive. The club is subdivided into five sections, known as the Art, History, Music, Literature and Home-making sections. They have their own officers and meet monthly during the club year, usually at some member's residence, for a social time and the discussion of appropriate subjects.

Some of the other women's clubs are the Orient Club at East Amherst, The Thursday Club of South Amherst, and the Current Events Club of North Amherst. There is also a chapter of the Eastern Star, a chapter of Rebeccas, and a flourishing chapter of the Daughters of the American Revolution, named in honor of Mary Mattoon, wife of Adjutant General Ebenezer Mattoon, the most famous revolutionary soldier of this town.

There are nineteen other clubs and societies not enumerated in this article, that are of sufficient importance to be included in the Amherst directory.

### The People

after all, are the best criterion or standard in judging a community. The many advantages of Amherst have kept here a large percentage of the descendants of the early settlers, who are now engaged in agriculture, business and professional life. The new-comers likewise, for the most part, are men of high character and principles. Amherst appeals the strongest to people like Ray Stannard Baker, the well-known author and magazine writer; Dr. William J. Beal, Emeritus professor of Botany at Michigan Agricultural College; E. F. Leonard, ex-president of the Toledo, Peoria and Western Railroad; John F. Dickinson, secretary and manager of the Bay State Belting Company of Boston and Atlanta; and Herbert S. Carruth, for many years closely connected with the city government of Boston. These men have recently bought or built beautiful residences here and become permanent Amherst citizens. There is room for many more of like type who may wish to locate in a community that unites in a marked degree the advantages of country and city life, without the disagreeable foreign element and vulgar display of wealth common in many strictly suburban towns. They are coming, too. Each commencement many of the leading alumni of both colleges are enraptured with the growing changes of the environment of their Alma Mater, and resolve sooner or later to make this their permanent home. They in turn tell their friends throughout the country of Amherst, and as a result many of the best people are seeking and finding homes here to the entire satisfaction of themselves and benefit to the community.

A town so rich in natural beauty, high citizenship, and in all that exalts and embellishes life, is bound to continue prosperous so long as the republic shall endure.

# AMHERST COLLEGE

## ITS ENVIALE REPUTATION AND PRESENT ADVANTAGES

By W. R. Brown

ALTHOUGH younger than Harvard, Yale, Dartmouth, Brown and Williams, Amherst College is nearly a century old, and the story of its origin and early struggles is as heroic as any of the elder institutions. Amherst has had its share of great teachers, and more than a fair percentage of its graduates have been or are eminent in the various walks of life. For a number of years Amherst has been the center of discussion in the college world, due to the publicity given to a memorial presented to the trustees by the class of 1885, and the able answer made to the same by the trustees. Quite recently the college became the subject of favorable consideration by the election and inauguration of its new president, Alexander Meiklejohn, late dean of Brown University. The policy of Amherst today, while not unique among American colleges, is decidedly individualistic. It has taken a strong stand for scholarship. In this the trustees, faculty and the new president are united. The aim of the administration is to cultivate among the students an interest in study as the most important feature of undergraduate life, and to discourage from coming to college those to whom this does not appeal. The students themselves are giving the new policy their most hearty support. They say it is no longer the fashion to loaf at Amherst, and loafers who fall behind in their studies will receive no sympathy from the student body.

A new era has dawned at this seat of classic education, and President Meiklejohn has as good an opportunity as any educator ever had of making the college a home of ideas. Amherst stands for scholarship, and as an aid to acquiring it, an efficient teaching force, a small number of students and individual attention.

After next year the degree of Bachelor of Science will be abolished and only the degree of Bachelor of Arts will be given; but the science required for this degree will be doubled, requiring two years instead of one. Four years of Latin will be required of all for entrance, and in the college course, two years of some ancient language will be prescribed. A reading knowledge at sight of German and a Romance tongue will be required in future before graduation, save where Greek is taken and then only one

of them. A third of the course will be prescribed and two-thirds will be elective, but on the group system. Outside activities in college, dramatics, music, literary publications, intercollegiate debates, and oratorical contests are held of great cultural value, and will be regulated so as to interest every student in them and prevent, with rigorous requirements for scholarship, any from overdoing.

### Aims of the Departments

The aims of some of the more important departments of the college will enable one to get a fair idea of what the college intends to do for its students.

*History* at Amherst is taught with the idea of enabling the students to get an insight into the development of civilization with a view to preparing them to meet wisely the political and social problems of to-day. The aim is to help young men understand the past in order that they may be better able to comprehend the present. The college offers two years in European, two years in American, and one year in English history, all being elective.

*The Department of Economics*, of which Prof. James W. Crook is the head, makes a special effort to aid the students to appreciate the seriousness of

the present economic situation and the attendant social unrest. A distinct effort is being made to relate learning to life. Among other means adopted to bring this about is what Professor Crook calls his "seminar." The students meet, usually at Professor Crook's house, for man-to-man discussion of current economic and social problems. The meetings are frequently addressed by prominent social workers, followed by general discussion.

*The English Department* when mentioned, naturally turns one's thoughts to Professor Genung, who has twice gained for himself an international reputation, first by his work on Tennyson and *In Memoriam*, and again by his studies in the books of wisdom of the Old Testament. In the United States, he is known to every schoolboy through his books on rhetoric and composition. He speaks to a wide audience of Amherst men through the medium of the *Amherst Graduates' Quarterly*, and teaches large classes, chiefly in Biblical Literature.



DR. ALEXANDER MEIKLEJOHN, PH.D., LL.D.  
Recently inaugurated President of Amherst College.

Dean, *Photographer*

THE COLLEGE CHURCH  
Attended by the majority of Amherst college students.

Of the courses offered, the department counts first in importance those given to Freshmen and Sophomores. Nearly every man in college takes these in his first two years; therefore they are so planned that if he goes no farther he will have a substantial foundation in the subject. In the freshman course the student is given constant practice in writing with a view first of all to attain accuracy and clearness. At the same time he reads the fundamentals of English literature,—the Bible, Shakespeare, Robinson Crusoe, the Iliad, and something of the mythology of Greece and the North. The sophomore course is a survey of English Literature by means of the greatest and most representative authors from Chaucer to our own time. In this course the main part of the work consists in reading as much as possible in the limited time of the authors discussed. The reading is done in the class and out, with help in recitations and a few lectures.

To Juniors and Seniors is offered a variety of courses not so comprehensive as is offered at the universities, but ample for the needs of the college. The list includes courses in the Romantic Poets, Literature of the Victorian period, the novel, the drama, Elizabethan literature, advanced composition and Old and Middle English. Professor Churchill is trying the experiment this year of correlating the work in Shakespeare done by the Dramatic Association with the regular work of the department.

The *Biology Department* includes in its functions teaching biology which has to do primarily with the principles of life, also zoölogy and botany, and one course in anthropology, the work being divided into twelve half-year courses. The department has in its charge the museums of zoölogy, anthropology, botany and one collection to illustrate the evolutions of various groups of animals.

Its work is primarily teaching and interesting students in biology. The chief aim is to prepare them by a knowl-

edge of animals, plants, etc., to take an intelligent interest in the problems of inheritance, breeding, social adaptation, with its practical bearings.

In the museums an attempt is being made just now to gather all the possible material in regard to prehistoric man in America, especially in New England, and the collections now contain some thirty thousand objects recovered from New England and New York, besides those from other parts, the majority of which have been brought together within the last five years. This collection will be remounted and rearranged within the coming two years.

The collection for illustrating the development of various groups is now being enlarged and readjusted, and tries first to show the changes which have taken place in the development of man, the horse, camel, elephant, cat, dog, and a series of the familiar animals.

The expedition to Patagonia in 1911 brought back a large quantity of illustrative material, which is now being prepared for the museums, and it is hoped to have this ready for exhibition next Commencement.

The *Chemistry Department*, which is housed in the Fayerweather Building, is thoroughly equipped with all the laboratory apparatus both for individual and class-room work that are necessary in the most up-to-date methods of teaching this science. All instructions are accompanied by practical laboratory work, and a few of the courses consist solely of laboratory practice. Yet the department offers no strictly vocational courses. It is intended to give the student a broad cultural training in the principles of chemistry, with sufficient technique to prepare him for advance work in the professional schools. The work is wholly elective but about two hundred students are on the list in this department each year.

The *Astronomy and Navigation Department* of the college is especially well known because of the eminence of Prof.

Dean, *Photographer*

**WALKER HALL**  
The Administration Building of Amherst College.

David Todd who teaches this science with the idea of giving a good working background for further attainments. The class-room work is supplemented by the observatory which was built eight years ago under his superintendence. The telescope is a glass eighteen inches in diameter and twenty-five feet long. An advanced course of observatory work is given and observations regularly made. The students are taught how to use the instruments of the observatory, and the principal ones that are employed in navigating ships. They also learn how to calculate the longitude and latitude of the ship and her course from day to day. The observatory has sent out many expeditions to all parts of the world to observe total eclipses of the sun, and the transit of Venus. The last expedition was to the Andes of South America in 1907 to photograph the planet Mars. In all, there have been nine expeditions in the past thirty-four years. The department has trained many students who are now professional astronomers, among them Prof. R. S. Dugan, '99, now at Princeton University; Dr. Robert T. Baker, '04, now director of the observatory at Columbia, Miss., and Mr. C. J. Hudson, '10, now research assistant at Allegheny observatory, Pennsylvania.

#### The External Growth of the College

New buildings and equipments have been overshadowed during the past two years by the importance of the internal development and the prominence given to the strong stand taken for scholarship. Nevertheless, a great deal has been done in this line and much more is anticipated in the near future. The beautiful new Pratt Dormitory, which has just been completed, alone cost \$150,000. The Psi Upsilon Fraternity House on South Pleasant Street, facing the Common, cost about \$80,000, and the Phi Delta Theta

Building on Northampton Road and Parsons Street, which is now in process of erection, will also cost about \$80,000. These two fine new fraternity houses have aroused the leaders in the other fraternities to their need of first class, up-to-date chapter houses and it is expected that a number more will be built within a few years. The old Rawson house on Maple Avenue has this summer been bought for the Delta Upsilon fraternity, and the lot adjoining this on the north, formerly the site of the old Hinckley boarding house which was burned, is held for this society by James Turner of New York, and it is expected that a fine new structure will be erected there in the near future. The Chi Psi fraternity on College Street, facing the college grounds, have by recent purchases acquired an ideal location for a fraternity house, upon which they will probably build a handsome structure. The Delta Kappa Epsilon fraternity is also reported to be dissatisfied with their present buildings and plans are being considered for erecting a fine new chapter house on their present lot off Lessie Street.

The Hitchcock Athletic Field when completed will probably give Amherst College the very best athletic grounds of any college in the United States. The old Pratt Field supplemented by Blake Field offers facilities for outdoor sports that long has been the envy of many a bigger college than Amherst. Now Hitchcock Field will add forty acres more. Work is already in progress in grading the ground for various sports. When it is completed there will be five or six base ball and foot ball diamonds and gridirons, some thirty tennis courts, a quarter mile running track, a lacrosse and possibly a cricket field, a place provided for outdoor basket ball playing, for the winter sports of skeeing and tobogganing, and for outdoor gymnastics of all kinds.



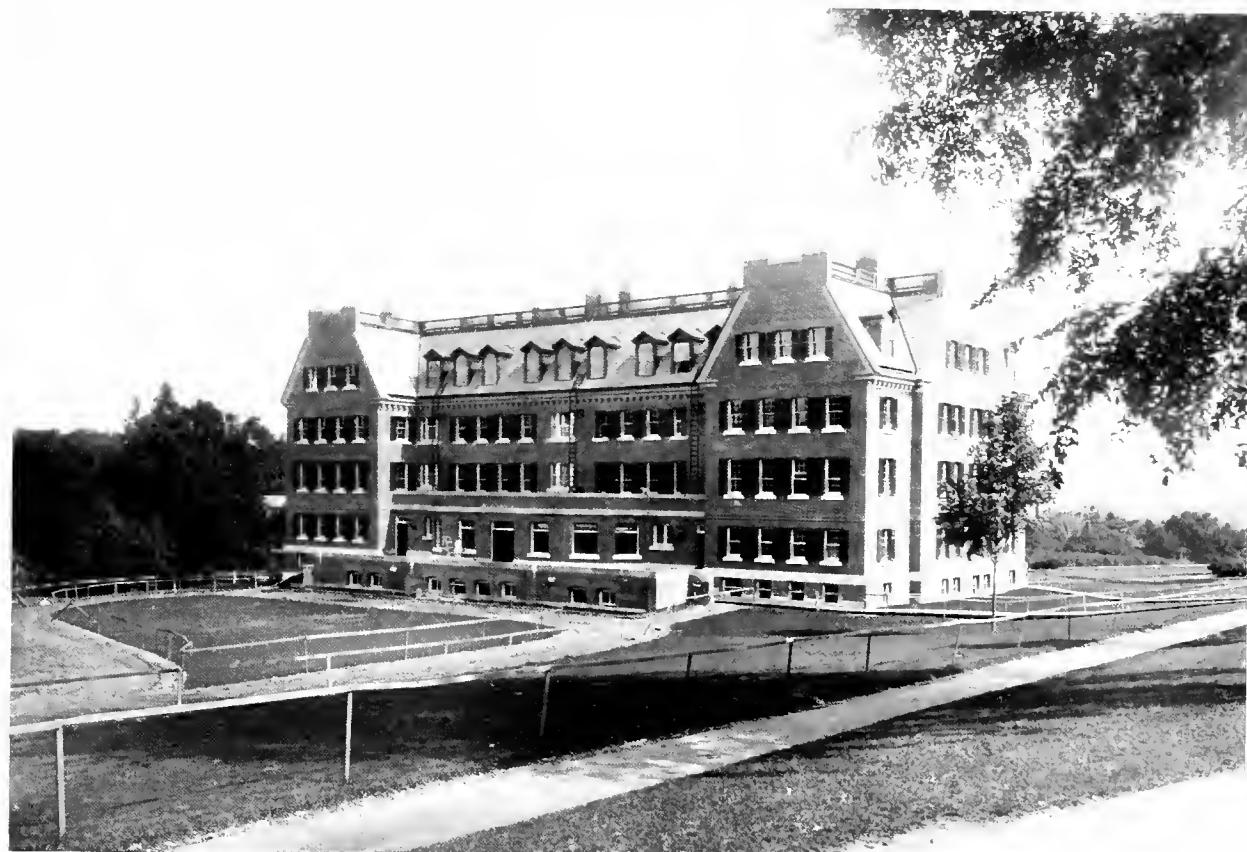
*Dean, Photographer*

PSI UPSILON FRATERNITY HOUSE  
Recently completed for the Gamma Chapter.



*Dean, Photographer*

THE PRESIDENT'S HOUSE  
Amherst College.



*Dean, Photographer*

THE NEW PRATT DORMITORY  
A memorial to Morris Pratt of the class of 1911.



*Dean, Photographer*

VIEW OF THE COMMON, AMHERST CENTRE  
From the Amherst College grounds.



WILLISTON HALL.

THE NEW GEOLOGICAL AND BIOLOGICAL  
LABORATORY*Dunn, Photographer*THE PRATT GYMNASIUM  
The Natatorium at the right.*Dunn, Photographer*THE FAYERWEATHER BUILDING  
Chemistry and Physics.*Dunn, Photographer*



*Dean, Photographer*

THE COLLEGE CHAPEL,  
One of the original buildings.



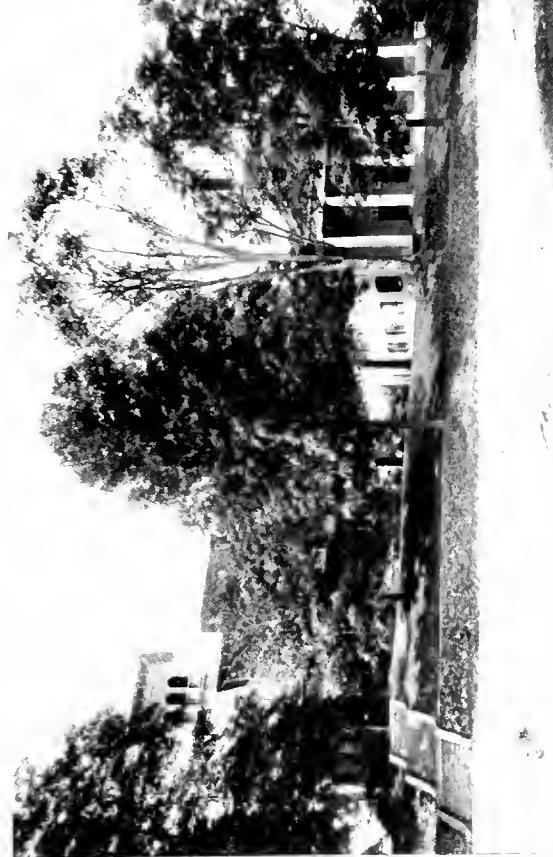
*Dean, Photographer*

THE ALPHA DELTA PHI HOUSE  
Facing the Common.



*Dean, Photographer*

THE CHI PSI HOUSES  
A handsome new Chapter House is in prospect.



*Dean, Photographer*

LIBRARY AND COLLEGE HALL.  
On South Pleasant Street.

# MADAME RHADESKA

THOUGH BLIND FROM YOUTH SHE HAS ACCOMPLISHED WONDERS, AND IS REGARDED AS POSSESSING A REMARKABLE VOICE.

THE accomplishments of Rhadeska, the young Boston soprano, are not confined to the realm of art in which she has distinguished herself. She is versed in nature, and notwithstanding a total loss of sight, an affliction that came to her at the age of thirteen, she is a rapid walker, and needs but little assistance in climbing mountains. Strong shoes and an Alpine stock are her main aids to climbing. She has found that the exercise and exhilaration are beneficial to the voice, though few sports of so vigorous a nature can be said to act, or react upon the vocal cords beneficially. Tennis is exhausting without being invigorating. Golf offers many advantages, but is perhaps better suited to bassos than to sopranos. As to bicycling, though slightly antiquated as a mode of locomotion at present, nothing could be worse for a singer. The deliberation with which one may attack a mountain, to put it heroically, commends itself to the singer as the one essential safeguard. No one need climb a mountain in a hurry. There are no hurry-up calls to the top. Then the mountain air is found on the mountain, not in the valley, and the magic of this air works wonders with the respiratory organs. On the whole, it seems to be the ideal exercise for the singer.

Mme. Rhadeska was one of the most enthusiastic members of a party that started from Great Barrington one morning this summer and made the trip to Bennington, Vermont, over the electric line in one of the Company's comfortable chair-cars. There was something in the air that the singer declared she had never felt in any other part of the country. The great diversity of the scenes

along the way, as she apprehended them, delighted her beyond measure.

Soon after her arrival at Bennington she was greeted at the Opera House by an enthusiastic audience, the occasion being a summer concert that had been booked for her early in the season. She was heard in a brilliant program of modern French songs and operatic selections, at the close of which she was given an ovation.

But to speak of the singer's art and the opinions of critics and artists would call for a separate chapter. Mme. Rhadeska spent a number of days in southern Vermont making herself acquainted with the charms of that wonderful region. With the aid of a guide and an escort, she climbed one of the peaks of the Green Mountains about twenty miles north of Bennington. She declared that no previous expedition had afforded her so much pleasure. Though the path to the summit (3,000 feet) was filled with broken rocks and in many places obstructed by fallen timber, she made remarkably good time. The spirit of the mountain was voiced for her in the faint, musical roar of a distant cataract. The great abundance of rare ferns and wild flowers, and the fragrance of the air which surprised one every moment made a marked

impression upon the singer. When she had rounded up her six miles of outdoor exercise she professed to have no sense of fatigue whatever,—all due, she believes, to the magical quality of the air alone.

Mme. Rhadeska is to make her first appearances of the season with the New York Symphony Orchestra under Walter Damrosch, and the Doring Orchestra of Troy.

## THE ARROW AND THE SONG.

I shot an arrow into the air,  
It fell to earth, I knew not where;  
For, so swiftly it flew, the sight  
Could not follow it in its flight.

I breathed a song into the air,  
It fell to earth, I knew not where;  
For who has sight so keen and strong,  
That it can follow the flight of song?

Long, long afterward, in an oak  
I found the arrow, still unbroke;  
And the song, from beginning to end,  
I found again in the heart of a friend.

—HENRY W. LONGFELLOW.  
In Joe Chapple's "Heart Throbs",



# EDITORIAL

This is the first time that our editorial department has announced the publication of a work; but the value and scope of the three excellent volumes, "The Industrial Development of Nations," the product of the indefatigable efforts of George B. Curtis, Esq., warrants this exception. The author is a distinguished attorney of Binghamton, N. Y. When one reviews this large and comprehensive treatment of the tariff, and realizes that it was accomplished by a man engrossed in the duties of United States district attorney and having an extensive private law practice, he marvels at the achievement. No student of economic and industrial history, no manufacturer of comprehensive interests, and in fact no man who may consider himself well informed on trade conditions, past and present, can afford *not* to read this work. It comprehends the subject in a convincing manner and is of truth throughout. So many economic works now-a-days are but well phrased theories and conclusions of some pedantic savant that it is indeed refreshing to receive this book based upon facts presented by a scholar who knows the world and affairs of men. We feel that under our standards of progress and prosperity especial attention should be given to this magnificent presentation of a most vital subject.

The three volumes cover the entire history of the world's industrial development from the beginning to the present time. Volume I is devoted to the history of trade conditions in Europe, and is divided into six parts, beginning with the ancient nations to 1650; a history of early England under free trade; modern England under protection; the return to free trade in England, and its effect on home industries; the protection to native industries in Continental European countries, and the industrial and commercial history of England, Germany and France from 1890 to 1912. This volume

is without an equal as an historic and economic discussion of the tariff question in Europe.

The author gives a full account in Volume II of the serious obstructions to the industrial development of the American colonies, which were resorted to by the mother country, being among the principal causes of the Revolutionary War, and then presents the steps in the industrial progress of this nation from 1787 to 1860. The facts presented in this volume are as new as they are exhaustive.

The tariff history of this country from 1860 to 1912 is found in Volume III, with a particular analysis of the Tariff Commission bill of 1883, the Mills bill of 1888, the McKinley tariff of 1890, the Wilson-Gorman tariff of 1894, the Dingley tariff of 1897, the Payne-Aldrich tariff of 1909, the Canadian Reciprocity treaty, Mr. Taft's downward revision policy, the Tariff Board, and the tariff legislation of the 62nd Congress.

No matter what may be the political convictions of a man, he should make it a point to read these books. The introductions, written a few years ago, are severally by Thomas B. Reed, Levi P. Morton and William McKinley; these men being familiar with Mr. Curtiss' previous volume, "Protection and Prosperity". The books are published by the author and may be procured directly from him, but soon the public libraries will have them as rare acquisitions and all will be able to profit from the efforts and exhaustive research of an authority.

Last April the Chamber of Commerce of the United States of America was created in Washington. As is known, this chamber is representative of all the leading commercial organizations of this country.

Shortly after the founding of this excellent and influential body its official publication, "The Nation's Business," was announced. It is reassuring and pleasing to reprint here an editorial from the first issue.

The Springfield (Mass.) Board of Trade, one of the most efficient and best organized commercial organizations in the country, has made **COMMITTEES** provision for special coöperation **ON NATIONAL** with the Chamber of Commerce of **LEGISLATION** the United States of America by a method which will probably be of interest to other organizations throughout the country. The Springfield organization feels that proper consideration of all large questions which the National Organization will have to deal with calls for a considerable degree of familiarity with these questions and a knowledge of their importance. It believes, therefore, that it would be a great advantage to the commercial interests and to the country as a whole if in every state the local organizations would select a small group of representative men who would make it their special business to devote some time and thought to the study of national business and economic questions, such as the Chamber of Commerce of the United States of America must deal with, and be prepared in their own community to aid in the solution of these questions.

To carry out this idea, the Board of Trade of Springfield has very carefully selected six of the ablest and most progressive business men in that city and appointed them to a standing committee which will be known as the "Committee on National Legislation." This committee is made up of the following:

Henry H. Bowman, president Springfield National Bank; Samuel Bowles, president the Republican Company; A. Willard Damon, president Springfield Fire and Marine Insurance Company; William W. McClench, president Massachusetts Mutual Life Insurance Company; Andrew B. Wallace, of Forbes & Wallace, dry goods merchants; William H. Shuart, president Springfield Glazed Paper Company, chairman of committee.

"All of these gentlemen are well informed on national business questions. They stand as among the foremost citizens in Springfield in the development of the great prosperity of that city. They are very much interested in the Chamber of Commerce of the United States of America, some of them having been delegates to the Washington Conference as representing the Springfield Board of Trade. It will be their special duty to keep in touch with the evolution of the national organization and to coöperate with it. In this connection, one of the primary duties of this committee will be to consider questions referred to the various organizations by the national body and report on them to the Springfield Board of Trade.

"It is felt that one of the advantages of this relation between the national organization and local bodies is that there will be continually a

considerable number of well-equipped local business men who will make it their business to keep informed concerning the doings of the national organization and the various business and commercial questions which will be dealt with from time to time."

The Fifth International Congress of Chambers of Commerce, which met the latter days of September in Boston, was significant of one

**INTERNATIONAL CHAMBER OF COMMERCE** fact in particular and that is the necessity of tariff revision for this country and the development of our merchant marine. No matter

which party is in control of our government for the next four years, as a party for the interest of the American people, it owes us the establishment of a greater reciprocal foreign trade. Let our industries be protected, progress maintained and prosperity continue, but until this nation is availing itself of the products of foreign markets and the interchange of commodities through a tariff revision and a merchant marine it is inflicting upon itself this present social unrest and cost of high living. Protection is prosperity, but it should not be antagonistic.

At the Congress in Boston were representatives from the principal commercial organizations in the world. The facts of industrial conditions abroad presented at these meetings were nothing if not startling. The false ideals and profligacy of a great many of our communities came too near the realization of truth to need definite mention. Of course, it is to the interest of European nations to have our trade, but it will not be denied that it would be to our interest to have the favor of foreign markets. And so this Congress in Boston disclosed the obvious,—namely that while European commercial organizations are coöperating for mutual benefit, the cities of the United States and their industries are alone on the other side of the ocean. Coöperation among nations is as essential as among individuals. And in these days of rapid shipping, our distance from Europe need make no difference in our power to compete in the markets abroad. But we surely need a tariff revision and a merchant marine. The reports of the Fifth International Congress of Chambers of Commerce prove this necessity without stating it.

The Western New England Traffic Bureau is obtaining some remarkable results in increased shipping facilities for this territory. The benefits

**WESTERN NEW ENGLAND TRAFFIC BUREAU** derived by the shippers are already appreciated, and there is every indication that the improvement in the service will continue through the work of this Traffic Department of the Springfield Board of Trade.

# FOR COMMON WEAL THROUGH AGRICULTURE

THE MASSACHUSETTS AGRICULTURAL COLLEGE, TOUCHING PRACTICAL FARMING ON MANY SIDES BUT SHAPING ITS POLICY ON BROAD PRINCIPLES OF RURAL WELFARE, HAS GROWN INTO AN INSTITUTION OF VAST INFLUENCE

*By Robert W. Neal, Department of English and Journalism*

**A**LMOST exactly forty-five years ago, the Massachusetts Agricultural College was established. The first entering class numbered fifty-six. Four men made up the faculty—and one of them was the President. The subjects taught were arranged in four groups: Botany and Horticulture, taught together; Agriculture; Mathematics; and the Languages; with Gymnastics and Military Science, this last required under the terms of the land-grant acts that established the agricultural colleges. The State gave \$15,000 and the total income of the college was \$25,000.

## Forty-five Years Later

Forty-five years later the State is giving \$250,000 in regular appropriations and \$80,000 for special purposes, and the total income for the next financial year will be more than \$363,000. The actual teaching force numbers sixty; the departments of study number twenty-nine, not counting a few unclassified subjects; two hundred and eighteen courses are offered, besides those given to meet military requirements and provide physical training; ninety lectures and study exercises are held daily, of which about one-fifth are laboratory exercises. The experiment station has been incorporated with the college, bringing thirty more trained men into the educational staff. The number of buildings is forty-three, and the physical valuation of the college approaches a million dollars.

One hundred and eighty-four students are now taking freshman work, and the total registration is five hundred and fifty. Many alumni have taken honorable and leading parts in active life. The work of the graduate school in certain subjects is rated among the best. And the active workers in the college—trustees, faculty, investigators—are a united, serious, and energetic body of men, their eyes set toward the future, knowing that the foundations they lay are worth laying and the work they do daily is worth the doing.

These facts are in epitome a history of the Massachusetts Agricultural College.

## Recognizing Good from Nazareth

Yet to many the full significance of this development is unrealized. They find it interesting that

"Aggie" has grown from a puny school into a thriving institution, and it is enlightenment—to more persons than would be suspected—to learn that "Amherst Agricultural" is not the same as Amherst, and Amherst not the same as Aggie. But still the meaning of these facts is but half appreciated. For M. A. C. is merely one of fifty state institutions, many of them of important rank, built up in less than a lifetime upon the Morrill foundation; and the work it is doing, is different alike from the work of the older type of classical college and the newer type of state university.

In plain words, many persons cannot conceive how an institution can lay claim to the rank of college when it teaches nothing more than farming!

First of all, let us make clear that "Aggie" does lay claim to the rank of college, and maintains that claim. For entrance preparation it enforces essentially the same requirements that other leading colleges enforce. It even has on its rolls today an occasional student here and there who found it advisable to enter Aggie by registering elsewhere first and then transferring. It earnestly and seriously enforces increasingly strict scholarship requirements; for instance, in requiring "special" students to maintain a grade of 75 in every subject, in refusing them permission to attend for more than two years, and in "tightening up" the athletics eligibility rule year by year.

In the report of the government agent, Dr. Kendrie C. Babcock, upon the relative standing of institutions of higher learning in America, Aggie ranks with New York University, Armour Institute, Boston University, the University of Cincinnati, De Pauw, Rutgers, Syracuse, Swarthmore, Union, and other well known institutions, and as in some degree doing work or offering courses superior to such institutions as Sheffield Scientific, Clark College, Colby, Franklin and Marshall, Trinity, the University of Pittsburgh, Pennsylvania State, Allegheny, Adelphi, and others.

## The Bugaboo of "Farming"

Recently an estimable Boston newspaper printed an article under the heading, "Taking the Sting out of the Word Farmer." The only trouble with the headline was the absence of truth



*Dean, Photographer THE LEVI STOCKBRIDGE HOUSE  
Here lived a sturdy farmer and administrator whose influence continues still*



Dean, Photographer

## THE WEST SIDE LABORATORY

Research is conducted here concerning feeds and fertilizers. It discovers new and vital facts. Here also is done the testing that prevents unscrupulous dealers from defrauding farmers with adulterated seeds, fertilizers, etc.

in what it implied. There is no sting to be taken out of the word farmer. Anyone familiar with the agricultural education movement knows this, because he knows the fundamental facts about agriculture. The citing of Abel, Cincinnatus, Washington, and William J. Bryan as agriculturists may not move him, but the fact that agriculture depends on science, that it is a great industry, that it offers excellent opportunities for money-making, that it stimulates the best human impulses, that it calls for the keenest study and the most sustained application of the intellect, that it is absolutely necessary for the existence of mankind—these are facts that make him look upon it with respect and reverence. To be a good man and a good farmer is to attain a light as near success as is foredoomed to the ordinary man.

Then what is this agriculture, if it be not hard and dirty work, in coarse surroundings, a poverty-stricken, narrow, sorrowful existence? (No wonder people shudder at it! But such a misconception deserves something pretty bad. Here it is.)

Agriculture is the application of scientific principles and verified experience in the commercial production of crops by cultivation of the soil, and of animals for labor and for food consumption; combined with the application of the principles of business organization and efficiency in managing the business, and of economic law and business experience in the marketing of product.

Any pursuit that calls for scientific knowledge, extensive and precise information, close observation, accurate inference, business acumen and skill, resolution, courage, initiative, persistence, energy, active intelligence, and public spirit, and rewards them financially and spiritually, is scarcely a pursuit to be despised.

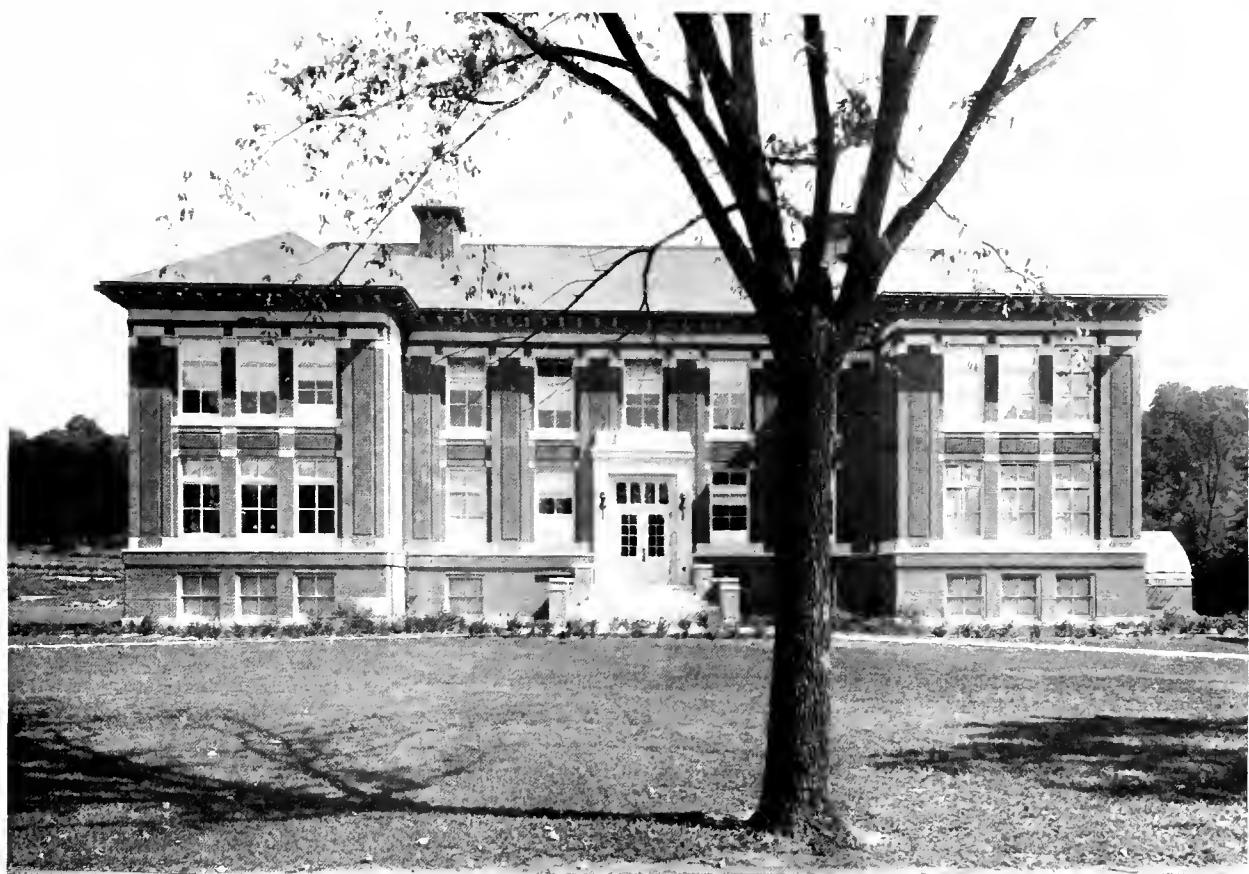
Were there space, a brief enumeration of the various branches of science indispensable as the foundation of

modern agricultural practice would be interesting—the chemistry of soils, of plant nutrition, of animal nutrition, of a horde of manufacturing and other processes belonging to practical agriculture; the principles of animal and plant breeding—the same that have occupied Luther Burbank and Mendel, to name no others; other matters of biological science, such as the life history of insects; the pathology of animals and vegetables—a vast subject in itself, closely allied with zoölogy and botany, the latest great achievement of which has been to throw light on the nature of cancer in human beings by a study of the "crown gall" of plants.

Incomplete as this short catalog is, it will at least hint the vast number of ways in which science in all its branches is entwined with the practice of agriculture. When we consider this, and when we also consider that invention and engineering are finding not only new but unguessed opportunity in modern agriculture; and when besides this we consider that the same principles of economic administration govern farm management as govern the management of industrial companies such, for instance, as the National Cash Register Company, the great department stores, and the like, and that some of the most important problems of economics and sociology are those affecting rural life and industry—then we shall be able to forget the misconceptions of prejudice and ignorance and acknowledge that in modern agriculture may be found not only a livelihood, but a worthy calling and profession.

## RUBBING OUR EYES CLEAR

And now that we have our ideas herded in the right direction, let us drive them forward a bit. To many who ought to know better, the words "agricultural college" imply a school where more or less crude boys are collected in order to receive some elementary instruction in plowing,



Dean, Photographer

ENTOMOLOGY AND ZOÖLOGY BUILDING  
The architectural excellence of this important new building is shown by the fact that it stands photographing exactly from the front. Entomology is one of the strongest subjects in the college and graduate school.

planting, harvesting and the care of cattle, with a little reading, spelling, and arithmetic on the side, sufficient to enable the youth when he becomes a farmer to compute the number of bushels his wagon bed will hold, or the price he ought to receive for twelve pounds of dressed poultry at  $23\frac{1}{2}$  cents. At least one illustrious personage in the polities and government of Massachusetts seems to have had a not vastly truer understanding of the purposes of the college than is here described.

The fact is terrifically different. There are plenty of field exercises, practicums, and demonstrations in the technical courses of the college; but every one of them is subordinate to the theory of the subject—an illustration and explanation of the science, but scarcely an end in itself. Shocking as it may appear to gentlemen in public life who periodically about November hold agriculture passionately embraced against their bosom, it is quite possible for a student to be graduated from the agricultural college without having wrestled with a plow, got a single blister from handling a hoe, suffered even once the soiling of his cowhide boots by having the hogs swash the slop upon him as he attends to their morning appetites, or ever sinned the sin of profanity because of the cow's tail at milking time.

True, it might be well for some to undergo more such experiences. Certainly every one of them ought to know country and farm life intimately if they are to do the work for which the agricultural college prepares them (and many of them do already know it), but the college is not, and should not primarily be the place where they get this experience.

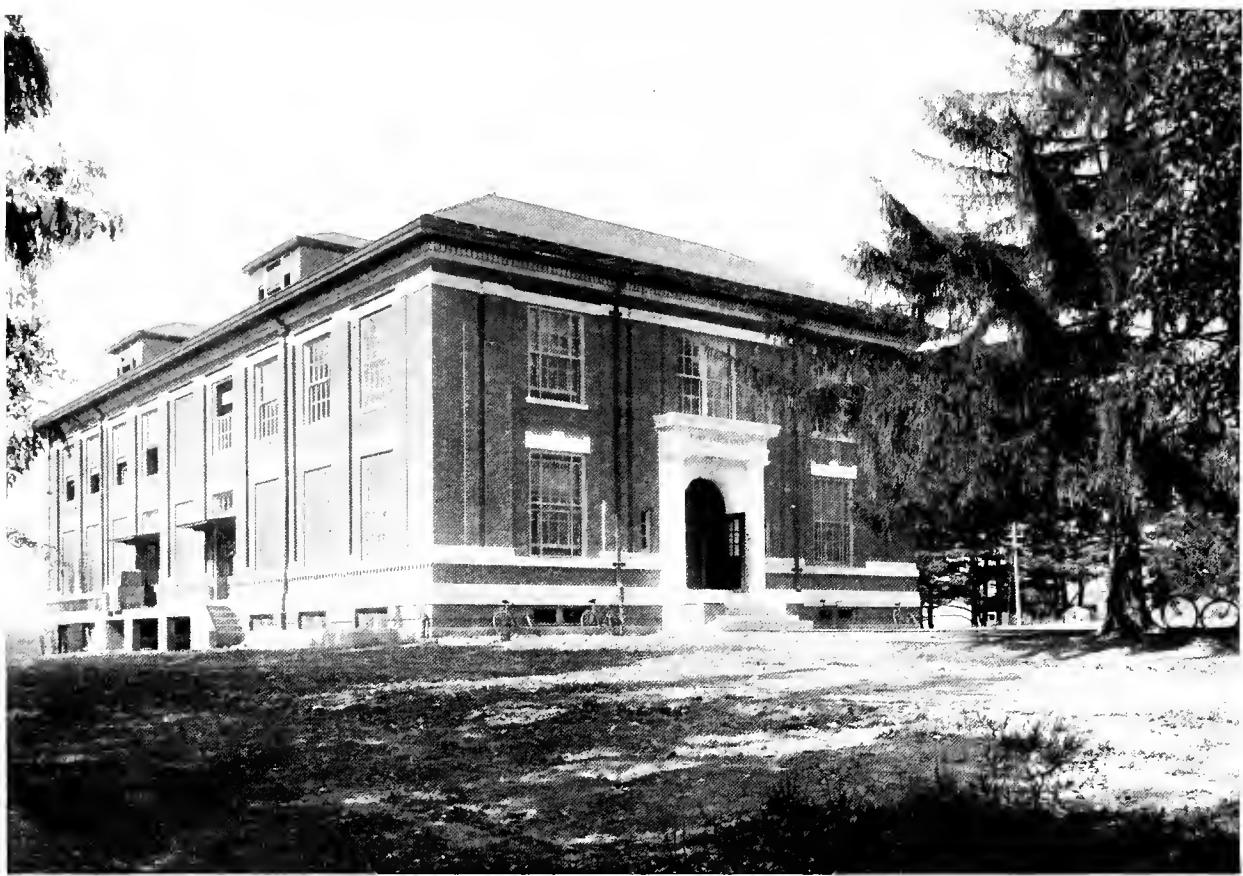
And yet the college "has its feet rested upon realities." In its course in farm drainage, men learn ditching; in its poultry courses, men manage poultry; in its pomology courses, men prune, spray, pick and grade; in its animal

husbandry work, men judge and handle stock; in its surveying courses, men survey; in its landscape courses, men map and develop works; in its courses in rural journalism, men actually write and edit material that is featured by prominent papers; it is the same throughout—its gaze is fixed on ideals, but its feet are planted on realities.

Yet emphatically, the Massachusetts Agricultural College is not a mere farm school; for, like most other agricultural colleges, it holds to the standard of college aim and college method, and is a school of *higher* technical education. And it has its own definition of the word agricultural, its own conception of the scope of influence it should exercise. Without being isolated in this position, it is largely individual, marching with the little group of leaders in agricultural vocational education.

#### Getting "Agriculture" in Perspective

A year ago, a notable document in education, the report of President Butterfield to the Board of Trustees, in which he discussed the function of the college, was printed. In this report, he says: "The first thought that comes to mind when one speaks of an agricultural college is that its chief function is especially to train farmers. But we are located in an urban State. Many vocations which the college naturally fits for, like landscape gardening for instance, are followed in the city and not in the country, though even in landscape gardening the work is so intimately bound up with the subject matter of agriculture that we are compelled to broaden our definition of agricultural education to include training of this sort. That statement leads us really to the heart of this whole matter. Gradually there is forming a new definition of agricultural education. The agricultural college should fit men for farming, but it is a question whether that is its chief



Dean, Photographer

Perhaps the best equipped dairy building in America. Besides Prof. W. P. B. Lockwood, to whose knowledge belongs the credit for its excellence, it at present also houses the other heads of agricultural departments.

mission. There is such an insistent call for trained men in various other forms of leadership in agriculture and country life that we cannot expect that all, or perhaps even a majority, of our graduates shall go directly to the farm.

"To put the matter in a nutshell, agriculture is broadening so rapidly, the need for trained men is developing so many new vocations, that if our college is to cover *adequately* the whole field of modern agriculture, it has a work to do which will tax to the utmost the skill of its faculty and the willingness of the Legislature to make appropriations.

"The Massachusetts Agricultural College is designed primarily to *benefit* the agriculture and rural life of Massachusetts, and incidentally that of the nation. It is often said that Massachusetts is not an agricultural state, and it is perfectly true. But agriculture is, nevertheless, an important and significant industry, and the cities are coming to realize that its development means something for them as well as for the farmers. The farmers themselves are beginning to see that the more intensive forms of agriculture are the ones that pay the best, and it does not take much of a prophet to suggest that the characteristic feature of Massachusetts agriculture of the future will be that it is an intensive agriculture. Now an intensive agriculture always means education. While the industry in Massachusetts may be relatively small, it is also relatively important, and calls for the very best type of agricultural education that American genius can evolve.

#### Not Merely Farming, but Rural Life

"Preparation for the agricultural vocations is the immediate business of the college on the teaching side. The courses of study, the methods of teaching, the atmosphere of the institution, should all make for this end. The term 'agricultural vocations' is, perhaps, somewhat misleading,

but must answer until we find a better one. It is not the same as farming. The term does not imply that all of these vocations are pursued in the open country, but it includes those vocations, the adequate preparation for which must embrace a thorough study of the soil, or of plants, or of animals, for the purpose of using that knowledge for economic ends; and also the vocations of a professional character which have to do directly with the life of the rural people. It is especially incumbent upon the man who follows any vocation in a rural environment that he shall understand the peculiar needs of the rural community as well as those larger general needs which incorporate themselves in state and national policies. The agricultural college, therefore, must try to make sure that every graduate has secured some grip both upon the problems of the rural community and upon the general problems of the day,—problems social, economic, governmental, ethical.

"An agricultural college should have teachers and offer courses, and require men to take those courses, that will tend to give the individual student, no matter what his vocation, some grasp of the eternal verities, some hold on the essential things of life, some knowledge of the sources of personal power, great inspiration, a grip on the problems of human duty and human destiny. This may be secured through literature, or through philosophy, or through history; but we cannot afford to give the baccalaureate degree to any man who has not at least opened the door and peered into that high-vaulted chamber which contains the choicest treasures of human thought and aspiration.

"It is almost impossible to conceive that a college can labor for forty-five years, with reasonable success, and yet be on the wrong track. Time itself, as well as experience, justifies policies. Hence precedents count for something, and we have no right to break with the past abruptly.

Historic policies should never become swathes that bind us irrevocably to the past; they are rather foundations for our building which we may not safely disregard."

### A Question of Policy and Facts

This is the perspective in which, now at least, "agricultural" presents itself to those who are shaping the policy of the Massachusetts Agricultural College. To them it seems the natural, not to say inevitable, conception produced by the conditions of our times, in which economic, social, and industrial changes have gradually made great readjustments necessary, but in which as yet we are largely uncertain what these readjustments need to be or how we shall make them.

Certain things seem manifest—that agricultural output has not kept pace with demand, that the stream of population runs surely to the cities, that the primary necessities of life (which are largely agricultural) are increasing rapidly in price, so that they threaten to pass beyond the reach of a large share of our populace, that the earth is capable of producing vastly more than we make it produce, that such production would lower prices yet increase profits to the husbandman, that only science and business management can bring about this increase, and that rural opportunity and rural life must be made more attractive in order to hold youth, energy, and aspiration to rural occupations, thus providing the brain and sinew necessary to the retransformation.

To discover what is wrong and to determine what should be done to right it,—to work out the multitude of these problems and as rapidly as we do so, to teach men how to do practically the things that we discover to be needed—this seems the sensible way of setting to work. And this way is the way taken by the Massachusetts college. It is the far-seeing, deeply



*Dean, Photographer*  
THE MODERN CONCRETE BARN AND CATTLE SHEDS



*Dean, Photographer*  
EAST EXPERIMENT STATION



*Dean, Photographer*  
FRENCH HALL  
Devoted to Floriculture and Market Gardening

reasoned, sure-foundated way.

Yet from time to time this institution, like all others, is challenged or attacked for its work—not for the quality of the work done, but for the sort and purpose of it. The answer to these criticisms is contained in the conception of agricultural college education just outlined. Only two other facts need be noted. Assertions that the agricultural college is not discharging its function must come from one of two things: from a wholly revolutionary spirit, that would make over the world entirely and at once, beginning with education, or from an ignorance of the problems

and conditions involved that renders the criticism absolutely valueless.

One must either recognize that the large policy now followed by the college is wholly misconceived or else is essentially right, or he must be so uninformed that he cannot realize the existence of any problem more difficult than the extremely simple one of giving students a mere bench-school sort of training in an elementary sort of farming. The ignorant shall be choked upon his own foolishness; and so goodnight to him. And as disputing of points-of-view is in itself a form of foolishness, we must let that pass also. The case is stated, and must rest.

### Meters for Immeasurable Results

It is not possible even to show in any direct way, or with any approach to mathematical accuracy, what the results are that this or any college accomplishes. No more could they be shown were the college employed in merely training youths to be farmers and sending them forth to become tillers of the soil. For beyond some estimate of the degree of their financial success in their occupation, little could be judged. In a general way they would be known as good or poor citizens, and the backwardness or

Dean, *Photographer*

DRAPER HALL, THE COLLEGE COMMONS

In this building are served 10,000 individual meals a week. The photograph does not show the new addition made necessary by increased attendance. The attendance is now 1000 per cent. what it was in the first year of the college.

progress of farming in their neighborhood might be attributed more or less to their example and influence. But to premise any accurate measurement of such immeasurable things is to premise the impossible. The man who says that a college is not producing the results it should accomplish usually means only that it is not doing the kind of thing he thinks a college should do. And we all know that some colleges teach matters tonsorial.

This is not to say that straws may not be observed, showing in which way currents set. The assertion made not long ago, that a meeting of the National Association of Agricultural Chemists is practically a Massachusetts Aggie reunion, is such a straw. The ease with which alumni of the college find well paying work on leaving college, is a straw. The fact that M. A. C. entomologists hold high position in various states, in government departments, and in foreign countries, is a straw. The fact that, as far as figures can be obtained, an increasing number of graduates enter practical farming, and that a large proportion find their place in rural life, is such a straw.

But one specific criticism is, that the college does not enough affect actual farming. Whatever the critic think of the policy of the college, he holds that in this aspect of its work it is at fault. But he is mistaken.

True, the college itself has asserted that it does not get close enough to the man on the farm; but it has said so only in asking money with which to get closer to the farmer, and it has never said or believed that it has failed in proportion to the means at its disposal. It holds that it has a three-part duty—to investigate the scientific principles of farming, to teach its students the subjects that its policy dictates, and to place within reach of the practicing farmer the largest possible amount of information, advice, and example. It is through the last only—the extension work of the college—that it can “get next” to the farmer in the

way that is demanded by these critics. And not until three years ago was the college provided with funds for an extension department.

Extension work is the personal-contact work of the college; and the principal form of personal contact possible before the establishment of the extension department was that found in the short courses. Every year farmers and farmers' wives and sons and daughters came by the score for the courses that were offered—at first a ten-weeks' winter course; then various other courses, from a few days to two weeks long. It may not be over-estimating the influence of these short courses to say that, if no other influence whatever were exerted on the farming populace by the college, the influence of the short courses would have warranted the expenditures necessary to sustain the college in all its departments.

### Not Forgetful of Those It Serves

As already said, such influences are beyond any formal measurement. A kindling eye in a farm-lad at one remark of a lecturer may be the preliminary to years of improved farming. One item of information carried away about corn-cultivation may in time regenerate corn-cultivation in half a township. A survey of western Massachusetts that should seek the source of inspiration and instruction responsible for all the renovated orchards, renewed land, drained bogs, increased yields of grain, improved livestock, bettered methods in dairying, improved strains of poultry, and more profitable kitchen and market gardens, might be illuminating.

For the farmer who has learned is not merely a learner. Forever after he is, through his practice and example, a teacher and demonstrator; and in forty-five years, hun-

dreds of farmers have come to the agricultural college and gone away again to become unawares the bearers of light.

But now, under the organization of Director William D. Hurd, the short courses have been supplemented in many ways. Demonstration orchards have shown the "how" of fruit-growing—and the planting of 25,000 trees is attributed directly to the influence of these orchards. Lectures and demonstrations away from the college, farming trains, two-day and five-day schools in the farmer's home town—all these have carried scientific fact in plain translation through earnest human agency to the farmer at his own fireside.

If anyone thinks that such influences do not count, or that their effect can be readily measured, let him consider all of present gratitude and future achievement that is told in letters such as these:

"In the twenty-two years I have lived in this town, I have never seen so much enthusiasm aroused over any subject as over the [five-day] school. I think there were less than five families in the town that did not attend at some time, and in the majority of cases the whole adult portion of the family was present through the week. When families rise at 4 a. m. to get the work done in season to drive from three to five miles to attend a 9 o'clock lecture, one can say they are enthusiastic, to say the least."

"Nothing has stirred the farmers in this section as the extension school which was held here. It has aroused the people to do better work and to make 'old mother earth' yield her best."

More continuous, but probably not more permanent in their influence, are undertakings such as the college cranberry experiment farm, and the Faunce demonstration farm at Sandwich. The cranberry farm, primarily devoted to investigation, is scarcely to be ranked as a teaching influence, but the demonstration farm is emphatically such.

### A History of Continual Service

The first of this kind of demonstration agencies begun by the college, it has now been operated long enough to react upon agriculture in its zone of influence; and to say that a new toning up of farming round about it is plainly evident is in no way to reflect upon the farming done there earlier, but only to say that the most earnest and energetic farmers, lacking opportunities to compare methods, gather new ideas, and feel the touch of intense life in their calling, will often work blindly and at a disadvantage. It is from

the opinions of the farmers themselves about this farm that a true estimate of its value to agriculture can best be formed; and that they are glad it is there is the seal of its success.

Many such specific examples of the tangible work of the college—that part of its work which can to some extent be measured in matters that stand for dollars and cents, let us say—can be cited, and every one of them represents others, and these again yet others.

Mr. George B. Story, of the dairy extension department, can mention offhand instance after instance in which production has been increased, herds improved, and production-cost lessened through advice or demonstration. Prof. John C. Graham of the poultry department, can tell the story of poultry improvement throughout the state. Prof. Frank A. Waugh, Prof. F. C. Sears, Mr. Jacob K. Shaw and Mr. R. W. Rees know the history of orchard after orchard reclaimed from neglect, renewed, and made to yield in its first harvest enough to pay all the cost of the renovation. Prof. Frederick L. Yeaw of the market gardening department, Professors James A. Foord, W. P. B. Lockwood, James A. McLean, and Sidney B. Haskell of the various agricultural departments, Director W. P. Brooks and Assistant Director J. B. Lindsey of the experiment station, Dr. James B. Paige of the veterinary department, Professors George E. Stone and A. V. Osmun of the botany department, Professor E. A. White of the floriculture department—each of these, has his long list of cases in which the college has been of immediate, indisputable assistance to individual farmers and to the agriculture of the state.

The work of Dr. Charles H. Fernald, now retired, and Dr. Henry T. Fernald, in combating the insect enemies of the farmer, has been so important that a narrative of it would itself make a serial story of fact more important, and in some ways more interesting, than a serial story of fiction. Only lack of space prevents the lengthening of this list indefinitely, with accounts of typical transactions themselves.

Such matters as these are known to the men who give the help, to the men who receive it, and ultimately to all the community in which it is given. Yet there are persons who, ignorant of the fact,—ignorant also of the problems, the function, and the policy of the college,—say that it fails to reach the farmer. In truth, no institution in Massachusetts is so near, not only to the men and women of the farms, but to all the people of the state, as is this College of the Commonwealth.



Dean, Photographer

Under Prof. J. C. Graham, this latest member of the agricultural departments has already assumed great importance.

### THE POULTRY DEPARTMENT

# THE ATLANTIC DEEPER WATER-WAYS CONVENTION

HELD AT NEW LONDON, CONN., SEPTEMBER 4th TO 6th INCLUSIVE, 1912

By Emmett Hay Naylor

**D**O you go to these conventions to have a good time?"

"We have a pleasant time, but I should hope we had some better purpose in going than mere enjoyment."

"Well, what's the Atlantic Deeper Waterways Association for, anyway?"

"It's an association for the improvement of intracoastal waterways on the Atlantic seaboard."

"Has it accomplished anything?"

"Did you ever hear of any organization that J. Hampton Moore was connected with that didn't do a great deal?"

These two men engaged in conversation were at the Board of Trade rooms and were considering going to New London, Conn., to attend the Fifth Annual meeting of the association they were discussing. Suffice it they went, and the man who had not been before determined he would go again next year as he learned a few things and saw a convention conducted in a business-like way, also giving the delegates a pleasant time.

"It seems to me there's a mighty fine class of men attending this convention," the initiate was saying as they stood on the steps of the Hotel Griswold watching the spray burst forth above the weather-worn rocks. "More governors and statesmen than I ever saw together outside of Washington."

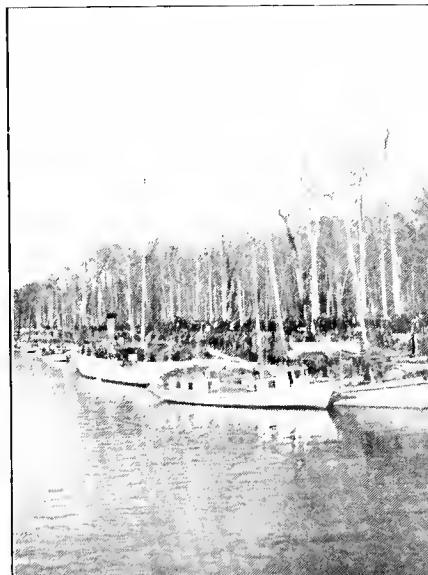
"Well, I told you this association was made up of a high type of people. It is not a movement that would exactly appeal to *hoi polloi*."

"No, I understand that, but it seems to me they are watching out for everybody's interests just the same, more than in any other organization I know of."

"That's a rather comprehensive conclusion; still this association does accomplish a great deal for the general good. But just think what it will mean when we have a system of protected waterways from Key West to Boston, with all the rivers opened for navigation. A man can then afford to buy coal and an overcoat the same winter."



CONGRESSMAN J. HAMPTON MOORE  
He represents the "Keystone" State, and has  
earnestly championed the development  
of our inland waterways.



CELEBRATING THE OPENING OF THE INLAND  
DEEPER WATERWAYS CANAL  
Beaufort, N. C. in January, 1911.

"They tell me the system of canals and waterways will also save a great many lives."

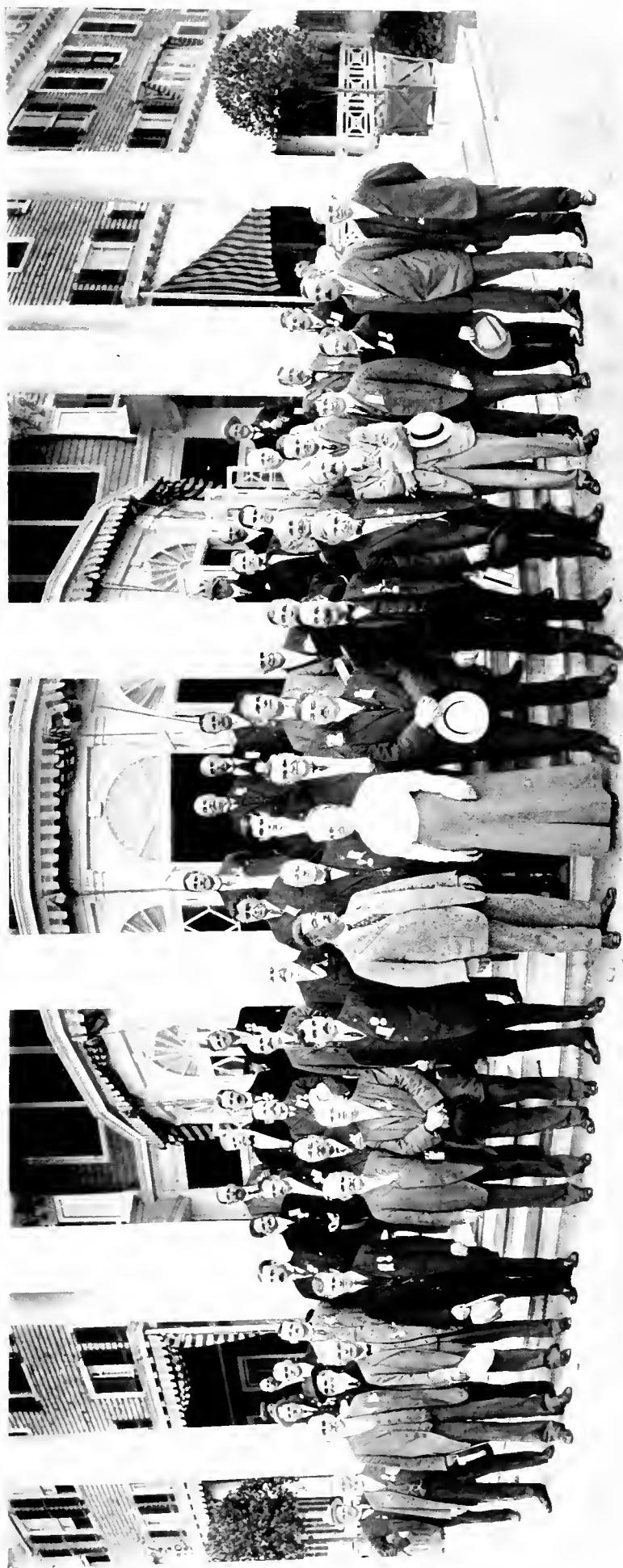
"Of course, it will. All of these lighters and barges, which now have to go far out to sea to avoid the shoals and are sometimes lost, could navigate quickly and with absolute safety in protected waters, and the loss of life and cargo would be reduced to a minimum. The loss of life every year, owing to storm and shipwreck, is something appalling and the loss of property runs up in the millions."

"Would Springfield and Holyoke benefit materially by navigation?"

"Most decidedly; for the value to Springfield and Holyoke would be so great that these cities can never know what real prosperity is until they do have navigation."

The convention was in session and it was the fourth of September. For three days the many influential men who are connected with the association were meeting at the Hotel Griswold at Point Griswold in New London, and listening to the unusually fine list of speakers who were discussing vital questions on navigation and passing strong resolutions. At the conclusion of the convention they voted to meet next year at Jacksonville, Florida. The Trenton and the Troy-Albany contingents furnished good music with their bands; the local committee arranged pleasant excursions to historic points, and on Friday the sixth of September, President Taft arrived on the Mayflower and presented his memorable address to the delegates within Fort Griswold.

Of special interest to Massachusetts was the memorable dinner held at the Mohican in New London on Thursday night, the fifteenth of September, where Governor Foss of Massachusetts, Governor Mann of Virginia, Hon. John Barrett, Director General of the Bureau of Pan-American Republics, Hon. Jonathan Small, Member of Congress from North Carolina, and Mayor Mahan of New London gave stirring addresses with special emphasis



MASSACHUSETTS DELEGATION, ATLANTIC DEEPER WATERWAYS CONVENTION  
New London, Conn., Sept. 1-6, 1912.

*Lloyd, Photographic, Troy, N. Y.*

on the opening of the Connecticut River. This dinner is to the credit of the Massachusetts Real Estate Exchange.

The essential resolutions passed which will get results are as follows:

"We, the members and delegates of the Atlantic Deeper Waterways Association, representing all the States of the Atlantic Coast region, from Maine to Florida, inclusive, in Fifth Annual Convention assembled in New London, Connecticut, do hereby reaffirm to the American people, to the States and municipalities within our territory, and especially to the Congress of the United States, our recognition of the need, and our demand for the completion of improved connecting protected waterways, owned and operated by the nation, along the entire Atlantic Coast.

"Within the Atlantic coastal region, comprising all the original American colonies, are now located more than one-third of the total population of the United States, and an even greater proportion of its commerce, industry and wealth. Within these coastal states are situated the most densely populated industrial communities of the country, and the most rapidly increasing centers of population. Congestion of population, industry and commerce require, as their first remedy, larger, better and cheaper facilities for transportation. It is now time that such shall be provided within the Atlantic coastal territory.

"The existing lines of railways, splendid as their equipment unquestionably is, and rapidly as it is being expanded, are now, and have been for years past, unable during certain periods to handle the amount of traffic offered, with assurance of quick transit, safe delivery and minimum cost. Under these conditions it becomes imperative to seek additional means of transportation, and these are provided by our coastal bays and sounds, if connected through the short spaces of intervening lowland by modern sea-level canals, freely operated as public highways.

"It has been suggested that the ocean is sufficient for the coastal traffic. In reply it may be stated that our Atlantic seaboard is a lee shore; that it is lined with dangerous shoals; that these shoals are blackened with the wrecks of thousands of ships, and bear the bodies of many thousands of American mariners; that the average annual loss is more than two hundred human lives and four

million dollars in property; that this loss in two decades equals the cost of our proposed waterway chain; that, meantime, coastwise shipping is disappearing from the seas, coastwise insurance steadily rising, and coastwise commerce declining. The ocean does not provide the needed facilities of cheap coastwise transportation.

With this statement of facts it is hereby

"1. RESOLVED, That we congratulate the Atlantic States upon the favorable report and survey of the Army Engineers now reported to Congress, at the insistence of this Association, proving the feasibility of its project.

"2. RESOLVED, That we demand the adoption and construction of the Atlantic Intra-coastal Waterway as a national project, and the continuous appropriation by Congress of funds sufficient for its early completion.

"3. RESOLVED, That we commend the initial step taken by Congress in the River and Harbor Act passed at the recent session, which contained a provision adopting that link in the proposed Intra-coastal Waterway extending from Norfolk, Virginia, to Beaufort Inlet, North Carolina, and carrying an appropriation immediately available of \$500,000.00 for the purchase of the Chesapeake and Albemarle Canal, and an additional \$100,000.00 for the improvement and maintenance.

"4. RESOLVED, That we demand of Congress at its next session an act acquiring the Chesapeake and Delaware Canal, one of the most essential links in the whole intra-coastal chain, one of the most feasible to improve for modern requirements, and the next in logical order of progress northward, all of which is fully shown by the recent report of the United States Army Engineers. And, in event of failure to negotiate a satisfactory contract for the purchase of the Canal, we favor the immediate condemnation thereof by the Government or the construction of a canal over an alternative route.

"5. RESOLVED, That we demand of the next Congress the adoption of the New Jersey sea-level canal project, thus connecting Southern waters with those of New England and New York.

"6. RESOLVED, That we urge steady progress northward and southward at every session of Congress until the entire route shall be opened to traffic.

"7. RESOLVED, That to provide safe passage through the Hudson River for vessels from the Lakes through the Erie Canal, and to establish a feasible connection with the Intra-coastal Waterway, we advocate early completion of the improvement of the Upper Hudson as the approach to the Erie Canal, and also of the East River and Lower Hudson and Harlem Rivers and the opening of Bronx Kills and Little Hell Gate.

"8. RESOLVED, That we advocate the authorization by Congress of a survey for the extension of the Intra-coastal Waterway northwardly from Boston to such point on the coast of Maine as may be deemed desirable and feasible.

"9. RESOLVED, That we demand the adoption of a national policy of waterway improvement which shall gauge the amount of the appropriation according to the commerce, existing and prospective, that will be served by such improvement.

"10. RESOLVED, That the Atlantic Intra-coastal Waterway, exceeding as it does in its commercial importance all other projects of waterway improvement, deserves, and should receive, the means for its completion in a ratio at least equal to that accorded to projects in other sections of the United States.

#### WATER TERMINALS

"RESOLVED, That we emphatically approve those provisions in the Panama Canal Act, approved August 24,

1912, which forbid ownership or control by railroad corporations of competing water carriers, and which provide for joint rates and through bills of lading, and a system of pro-rating between railroads and water carriers, and which forbid railroads to discriminate in favor of, and extend special privileges to favored shipping lines at ports, and which confer upon the Interstate Commerce Commission the power to enforce these and other wise provisions of law.

"To the end that the above provisions may be given full effect, and that water commerce may be established as an integral part of our system of transportation, we earnestly urge upon all States and municipalities located upon the Intra-coastal Waterway, and other waterways, that ample water frontage be acquired and adequate public terminals constructed, owned and controlled by and for the benefit of the public."

\* \* \* \*

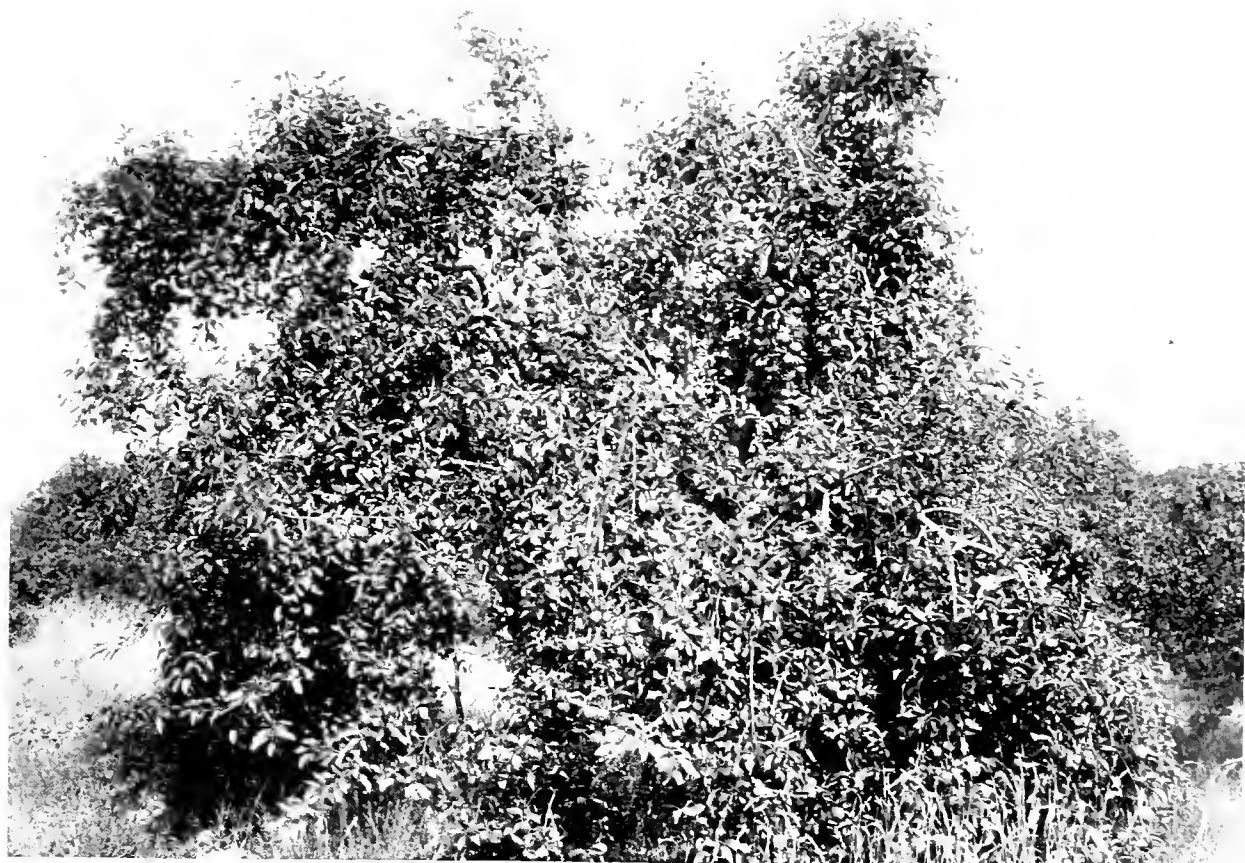
"These resolutions are all right, but will Congress pay any attention to them?"

"Pay any attention! With every governor, senator, congressman and influential man of the Atlantic States back of these resolutions, surely Congress will treat them favorably, and that is just why the Atlantic Deeper Waterways is such an influential organization. It is because it has the men behind it to do things and so accomplishes real results."

## Who Buys American Goods?

Consular Assistant Charles L. Chandler has prepared an interesting report showing the amount of American goods that were sold abroad during the last fiscal year. The greatest matter for regret is that nearly all this tremendous traffic is carried in ships made in foreign countries and employing foreign sailors to man the decks. Of course, Americans are employed at more lucrative work than the foreigners can command. For the prestige of the seas, however, which is important to the United States as a world power, there should be governmental support in subsidies sufficient to put the greater part of our own foreign shipments in American made ships and under our own star and stripes. The list which Mr. Chandler has prepared comprises the twenty leading countries that buy American goods as follows:—

England.....	\$536,591,730
Germany.....	287,495,814
Canada.....	269,806,013
France.....	135,271,648
Netherlands.....	96,103,376
Mexico.....	61,281,715
Cuba.....	60,709,062
Italy.....	60,580,766
Belgium.....	45,016,622
Argentina.....	43,918,511
Australasia.....	37,524,586
Japan.....	36,721,409
Scotland.....	27,373,595
Brazil.....	27,240,346
Spain.....	25,064,916
Russia.....	23,524,267
Panama.....	20,867,919
China.....	20,223,077
Austria.....	19,514,787
Denmark.....	13,196,950

Dean, *Photographer*TEN BARRELS OF MCINTOSH REDS  
With a quick market at \$4.00 per barrel.

## AMHERST IN AGRICULTURE, INDUSTRY AND TRADE

*By W. R. Brown*

THE agricultural products of this section are now greater than ever before in its history, and their value is steadily increasing every year. There is every variety of land within easy driving distance from Amherst Center; some especially adapted for poultry, fruit and berries, others for grass, potatoes and corn. The rich triassic Connecticut Valley soil, however, predominates and it will yield fine crops of nearly every kind that can be successfully grown anywhere in New England; besides it is the only land well adapted for tobacco. The greatest development during the past five years in Amherst and vicinity is in fruit growing, tobacco and onions.

### Fruit Growing

The first great impetus in this movement was made only a little over four years ago when Prof. Frank A. Waugh and Prof. Fred C. Sears of the Massachusetts Agricultural College started the Bay Road Fruit Farm, which has since been incorporated under the name of the Bay Road Fruit Company. They had for years been telling the farmers of this section that it is necessary to spray, prune and fertilize freely if they expect to get first class fruit in the face of the ravages that are being made by the

San José and oyster shell scales, the codling moth and other nefarious pests that the fruit trees of today are heir to, but little heed was given. As evidence of the faith that was in them, that this territory would produce first class fruit, especially apples, they bought five farms on the northerly slope of the Mt. Holyoke range of mountains in South Amherst and commenced operations. The farmers of the neighborhood shook their heads ominously, some even intimating that the professors must be a little off in the upper story or they would never think of trying to raise anything more than sweet fern bushes on the thin, hard land of the run-out pastures which they bought; but these theoretical, and also very practical men went right to work, and now they have started the largest orchard in the state, both in acreage and number of trees. Altogether they have over 250 acres of land, 100 of which they believe is especially adapted for fruit, and 100 more have been or can be transformed by drainage and other artificial means into fairly good land for orchard purposes. They now have 21,000 growing trees, including 12,000 apple, 6,000 peach, 2,000 quince and 1,000 pear; also 3,000 raspberry and 5,000 currant bushes, all under a high state of cultivation and growing very rapidly. Indeed, some of the



Dean, Photographer

GRAND VIEW OF AMHERST AND  
Looking north and northeast over a

apple trees planted only four years ago yielded this year one-half bushel or more fruit, but they do not expect that their place will be on a commercially paying basis until the trees are eight or ten years old.

On one of the farms which they bought there was an acre-orchard of apple trees that had been planted about twenty-five years and had never yielded fruit enough to make an apple pie; but since it has been properly cared for it has brought forth annually from seventy-five to four hundred and fifty dollars worth. The farmers now all agree that the Bay Road Fruit Company will be a winner, and many are learning by the practical demonstration the professors have given, that orcharding right here in Amherst can be made a most profitable adjunct to a general farm, and they are themselves carefully spraying, pruning and cultivating their previously neglected orchards.

There was one Amherst farmer, however, who learned years ago direct from the agricultural college the way to secure good fruit, and he is today reaping his reward. That man is William H. Atkins of South Amherst. He now has the largest bearing orchard in town, including some 800 apple trees and 1,600 peach trees. He has made a specialty of some of the fine eating varieties like the McIntosh and Snow apples. He is now wholesaling his present season's crop at \$4.00 per barrel. If he cared to box and ship them to the big city markets he could perhaps get double that amount. These varieties are bearing especially well this year. On some of his McIntosh trees of twenty years' growth he is picking ten barrels of first quality fruit.

Messrs. Lord and Laylor, two well-known Boston produce men, have started an orchard on the historic old Bridgman Farm on the Bay Road at South Amherst, which in size is second only to the Bay Road Fruit Company's orchard. They now have 850 trees of bearing age and some 2,000 trees of from one to five years' growth, also 5,000 trees still in the nursery. They keep a competent foreman on the farm, thoroughly familiar with fruit growing in

all its branches, and no better orcharding can be found anywhere in the state than is there exemplified.

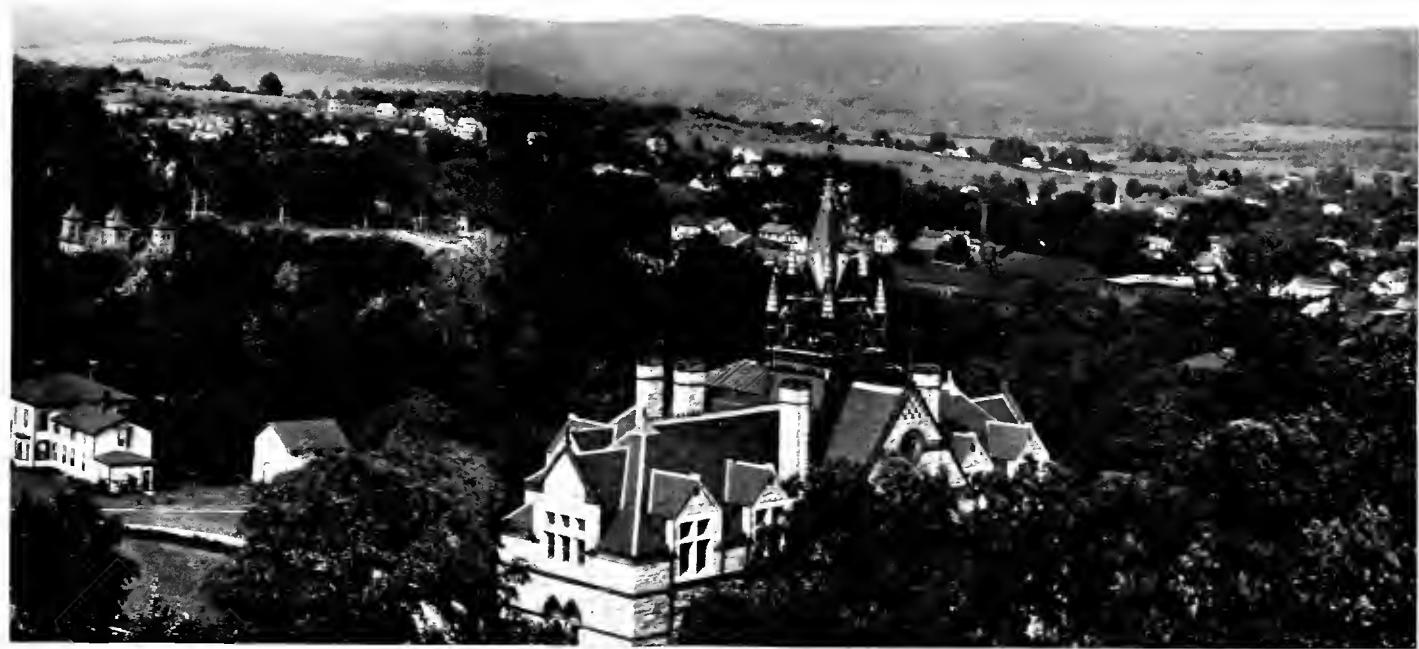
Ora Samuel Gray, the well-known public lecturer of Amherst, has recently become deeply interested in agriculture, especially orcharding. A few years ago he took charge of an old orchard on South Pleasant Street that for years had yielded only a small quantity of inferior fruit, and with the advice freely given by the Horticulture department of the Agricultural College he handled the proposition so that it is now yielding him a handsome profit on the investment. He has since bought some thirty acres of land at South Amherst that is admirably adapted for orcharding. Last spring he planted over one-half of it with young trees that are doing remarkably well and next year Mr. Gray expects to set many more acres.

Robert and Timothy O'Shea, two young Malden men, three years ago bought fifty acres of land on North East Street near the village of Cushman, and have since bought a small adjoining farm where they have planted about fifteen acres of young trees and expect to plant the whole tract in the near future.

A. W. Houghton two years ago bought a valuable farm in the extreme northern part of the town on which there is a large, old orchard that he is successfully rejuvenating; he has also set five or six acres in young trees.

### Tobacco

Tobacco is the great money crop of the Connecticut Valley, and nowhere else is its production increasing more rapidly than right here in this section. The American farmers of the Valley who make tobacco a specialty are ordinarily quite a different class of people from what one usually associates with the term "farmer." They keep but little live stock, and as most of their work is done during six or seven months of the year, they have the rest of the time for other business or recreation. Many of the large growers live in the villages or, if on the farm, their touring



VICINITY FROM AMHERST COLLEGE CHAPEL TOWER  
highly developed agricultural region.

cars keep them and their families in close touch with town and city life.

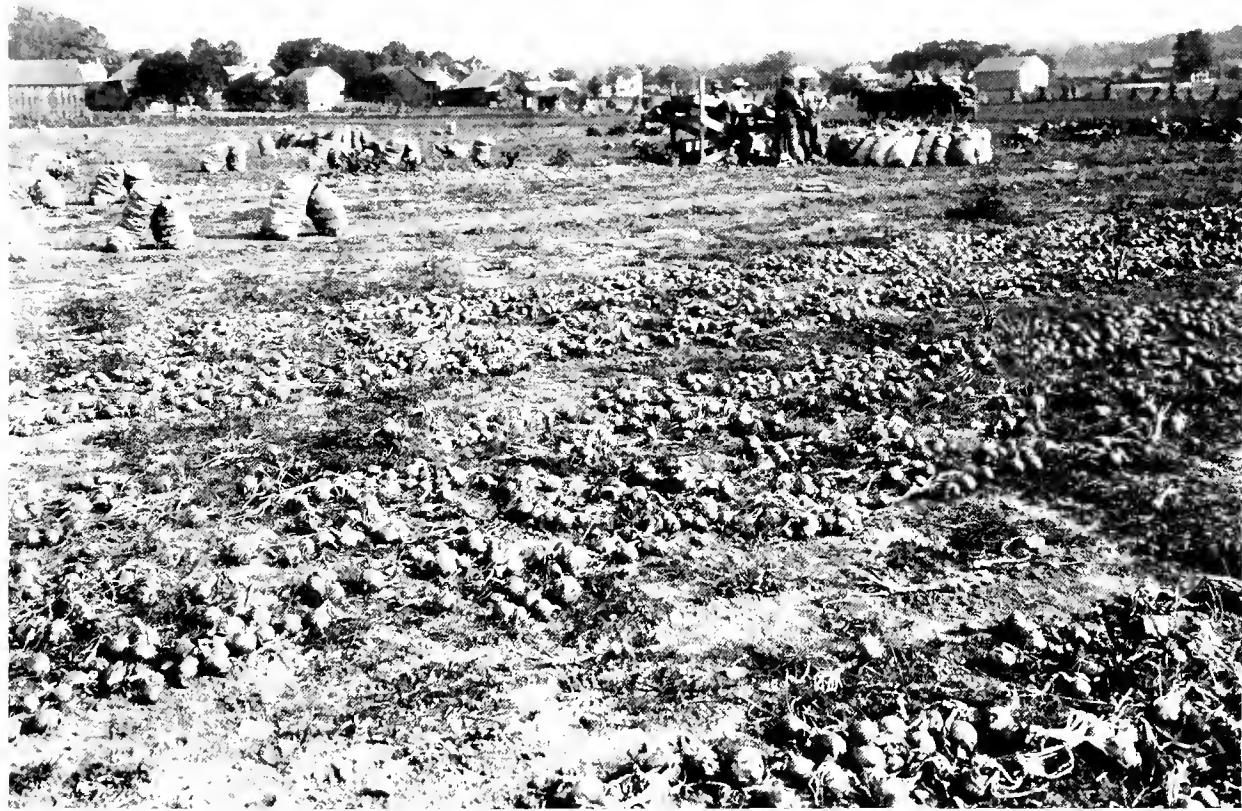
Ordinarily, tobacco land yields from 1,700 to 2,000 pounds per acre, and this season the farmers will receive when it is cured, stripped, bundled and delivered at the sorting sheds from 16 to 20 cents per pound, averaging them about \$300 per acre. The cost of raising, including interest on the investment, taxes, insurance, labor and fertilizer is not over one-half that amount; their farms yielding accordingly about \$150 per acre net profit. Therefore, a grower of twenty acres of tobacco will this year net about \$3,000, or enough to pay for an ordinary New England farm. Many growers of this section cultivate from twenty-five to fifty acres. A new method of handling the crop has recently been introduced here. This consists of picking the leaves and stringing them for curing. It involves a great deal of extra labor but insures a better product; the trouble with the old method of stock cutting was that the bottom leaves were frequently too far advanced and the top leaves not ripe enough when cut, while under the leaf picking system all are picked when prime.

Tobacco growing under cloth was introduced in this section about ten years ago, but some of the earlier crops proved failures and the method was given the black eye. Since then, however, as a result of much experimenting with different kinds of tobacco, a Cuban type has been found that it is commonly believed will prove a winner for the so-called shade grown method. The cost of the cloth and frame alone is about \$200 per acre, and accordingly the cost of production is greatly increased. The first man of this section to try shade growing was Cyrus Hubbard, who lives at the south end of Sunderland near the Amherst line. He has now been at it on a large or small scale for over a decade. Last year he sold his big crop for 90 cents a pound, yielding him a handsome profit. Among some of the other large and successful tobacco growers of

this vicinity are T. S. McGrath & Co., Fred Day, Michael Dwyer, John C. Field, and Thomas and Edward Hickey.

#### Onions

Onions as a cash crop in this valley are second in importance only to tobacco. Millions of bushels are grown every year, cured, sorted or screened (as the process of running them over lathes set about an inch and a half apart, permitting the smaller ones to drop through, is commonly called) and stored in the big warehouses until called for by the city commission men. Onion growing is better adapted for one of small means than tobacco, as no buildings are required and only very inexpensive machinery. Two or three acres is as much as one man can care for. The prosperous Yankee farmer, however, will not condescend to personally do much of the hard labor necessary to grow a good crop of onions, but leaves that to the Poles who cultivate the land on shares in a way that usually yield the owners a handsome profit. The most uniformly successful grower of Amherst who has kept a careful record over a term of years is Arthur Hobart of North Amherst who is an ex-member of the Amherst Board of Selectmen. For the past six years he has raised from five to eight acres of onions that have netted him for the use of the land, without doing a turn of work himself, excepting the necessary team labor, \$115.20 per acre. If he had hired the team work it would probably have cost him about \$6 per acre. The first year, as is usually the case before the land is in good condition, was the poorest, when he received only \$20 per acre. The best year netted him \$174.08 per acre. Mr. Hobart has always sold his crops of onions in the field. Had he stored them in his own or in public warehouses as many growers do he might have received a great deal more. As an intensive crop, onions can hardly be beaten, as the average yield in this section is probably over 500 bushels per acre, and they sometimes run as high as 1,000 bushels per acre. The prices received by the growers range from 45 to 90 cents per bushel. Allen G.



Dean, Photographer

THE BANNER CROP OF ONIONS, 1,000 BUSHELS PER ACRE  
Raised by Allen G. Clark, North Amherst.

Clark of North Amherst has the best yield of any Amherst man this season. On one acre he has already harvested 950 bushels and on another acre expects to get fully 1,000 bushels. Two of the principal growers and warehouse men of this section are Walter D. Cowls of North Amherst and F. C. Kidder of Sunderland. Mr. Kidder this year has an especially fine crop, some acres yielding very close to, if not quite 1,000 bushels.

#### Manufacturing

With the aid of the Amherst Power Company which furnishes electricity in Amherst at a very low rate, manufacturing is about to take a long step forward. An interesting diversity of goods have been made here from time to time, including paper, cotton and woolen goods, planes, joiners' tools, stoves, guns, cutlery, revolvers, carriages, harnesses, wheelbarrows, velocipedes, sleds, baby carriages, and hoop skirts. But these concerns, a number of which were prosperous for many years, have long since been given up.

The manufacture of straw hats, however, has continued to increase since the industry was first started nearly a hundred years ago, until today Amherst is one of the most important towns in the country for this industry. It was first definitely organized by Leonard M. Hills in a little factory at East Amherst, and he and his descendants have continued active in the business ever since. His grandson, Leonard M. Hills, is today president of the Hills Company that owns the big factory on the east side of the Central Vermont Railroad, and is a member of the straw hat jobbing house of Tenney, Hills & Hall of New York City. Another large brick and frame factory on the west side of the Central Vermont Railroad is owned and run by George B. Burnett & Son. These two concerns both manufacture what is known as the "harvest" hat, extensively worn in

the West and South, and together constitute the largest manufacturers of the kind in the world, and employ about five hundred hands. The material for the body of the hats is imported from China, Japan, Mexico and the West Indies. The nature of the straw hat-making business demands clean, well ventilated rooms, and a high degree of skill on the part of the help. A few of the more skillful girls in the sewing department average \$25.00 per week, and a large percentage of them earn from \$9.00 to \$12.00 per week. Most of the employees of both factories are local people and only a very small number of foreigners find positions in these institutions.

#### The Arms Pocket Book and Leather Novelty Company

Probably does more business in comparison with the size of its factory than any other concern in this section. Its two story building at the lower end of College Street is a veritable beehive of industry. The company was started under local management twelve years ago, coming here from Hartford, where it was organized and for many years conducted by the late James Arms. It is now the one factory in the world devoted exclusively to the manufacture of high grade leather goods and memorandum books solely for advertising purposes. It is also probably the largest producer of memorandum books in the country, many of them of a technical nature. Until recently it was the only company, and today is one of two companies, in the United States, devoted solely to this line of business, that are equipped in every way to make their entire product under one roof. The company just filled an important order for the Boston Chamber of Commerce in the way of handsome cigar holders that were given as souvenirs at the great International Chamber of Commerce Convention held in Boston during the last week in September, at which



Dean, Photographer

CUTTING TOBACCO STALKS  
To be used for fertilizer on the farm of Cyrus Hubbard, Sunderland, near Amherst line.

President Taft was a guest and speaker. The company maintains branch offices in the principal cities of the country. Millions of books bearing the name of the company and place of manufacture are sold every year. So today, wherever one goes, Amherst should be known for three things: its natural beauty, its colleges, and the products of the Arms Pocket Book and Leather Novelty Company.

#### The Amherst Power Company

This is an electric high tension transmission company that brings electric power generated at Turners Falls to Amherst. But few people here yet realize the great importance of this concern to the community. It is safe to say that no greater step in its industrial progress has been taken since May 3, 1853, when the little steam locomotive engine for the first time puffed its way from Palmer to Amherst. Formerly most manufacturing industries were congested near the base of water falls, but now with the ability to take power at a relatively small expense and distribute it wherever wanted, the tendency will be to select pleasant locations that are combined with good shipping facilities, for manufacturing plants, as well as for colleges and fine residences. Therefore, Amherst is likely within the next decade to become the home of a number of new, high class manufacturing companies which wish to employ a grade of help that will appreciate the educational and social advantages that this community offers. The Amherst Power Company is spending a great deal of money in this town and is likely in the near future to become one of the heaviest taxpayers. A new double-tower transmission line with separate wires is now in process of erection between Amherst and Turners Falls. Thus, in event of an accident to one wire the other line can be put into commission at once. A double-tower line

will also be constructed to Easthampton, Chicopee and quite likely to West Springfield. The Company contemplates erecting at Amherst in the near future an expensive sub-station, to include a garage, store and stock rooms.

#### The Amherst Gas Company

This company is also allied with the Turners Falls Company and furnishes the community with gas for illuminating and general domestic purposes, also electricity for light, heat and power which it obtains from the Amherst Power Company. Two years ago most of the stock in the old company was bought by the same interest that controls the Turners Falls Power Company and the Amherst Power Company, and since then the development has been sent forward by leaps and bounds. The company has leased a large store on Pleasant Street and stocked it with a line of gas and electrical fixtures and appliances seldom rivalled for completeness outside the large cities, which it sells at an extremely small profit, the main object being to promote their use. A fine new water-gas plant was built in 1910 at East Amherst, and since then over nine miles of new gas mains have been laid and the output of the commodity more than trebled. New electric light lines have been constructed for South Amherst and Cushman, and over two hundred new customers obtained. Indeed, nearly everyone in this town, farmers and all, can now have electricity in abundance for any of its multitudinous uses. Several manufacturing plants have already discarded their old engines and boilers and substituted electricity, which they can get for power purposes at only one and eight-tenths cents per kilowatt hour, which is as low as in any other place in western Massachusetts. The present rate for domestic lighting purposes is fifteen cents per kilowatt hour, but it is expected that a sweeping reduction will soon be made.



Dean, Photographer

TWO NEW KELLOGG AVENUE SCHOOLS  
Both are Grammar grade.

### The Montgomery Company, Inc., Rose Growers

This is by far the largest and most important new industry started in this community for a long time. Three years ago they bought fifty acres of land in East Hadley and a year later commenced building, and now they have six steel-frame greenhouses of the best type, including three that are 500 by 40 feet, one 200 by 40 feet, one 120 by 28 feet, and another 50 by 16 feet, with a steam plant of 500 horse power, comprising undoubtedly the most modern rose growing establishment in New England. It is also one of the very largest. This site was selected, after careful consideration of many places, because of the adaptability of the soil for successful rose growing, freight and shipping facilities and the water supply. The president of the company is Alexander Montgomery, for thirty-five years general manager of the Waban Rose Conservatory at Natick. The general manager is his son, Alexander W. Montgomery, a graduate of the Massachusetts Agricultural College; and a younger son, Robert J. Montgomery, a graduate of the Massachusetts Institute of Technology, is the treasurer. The senior Montgomery learned many of the secrets of rose growing in Scotland, and he has been studying the subject all his life; today, he is generally recognized as the leading rose expert in America. He introduced to the trade improved varieties, including many such old standards as the "Catherine Mermet," the "Cornelia Cook," and the "Wellesley Rose," which enjoyed a long popularity; also the "White Killarney," the most popular white rose of today. His sons also, who manage the Hadley plant, have both studied the theoretical as well as practical side of the business, Alexander W. Montgomery being one of the few men in this country to grow roses from seedlings; his two greatest successes being a rich velvety crimson rose, called the

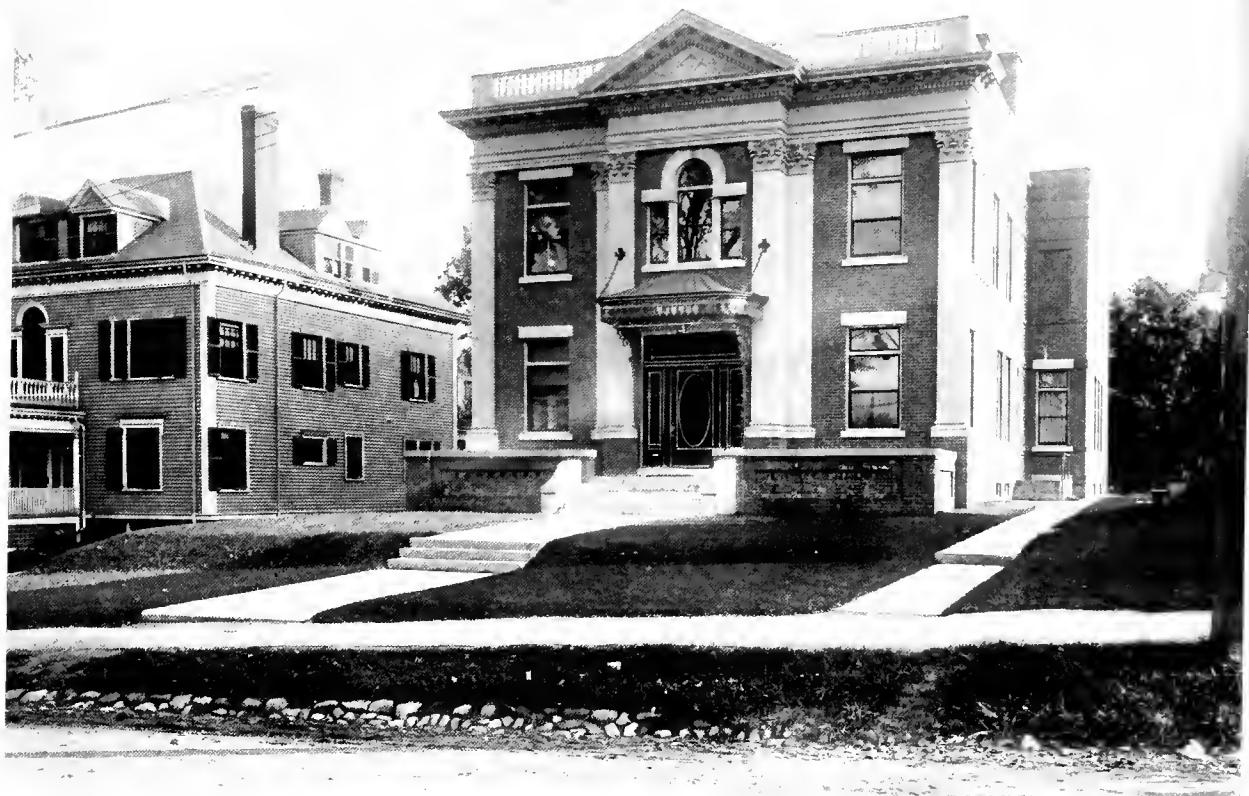
"Hadley," and a brilliant carmine called the "Mrs. Charles Russell," the only rival of the "American Beauty," which is now being put out by the Waban Rose Conservatory. The company sells a great many roses at retail to the people of Amherst and Northampton and vicinity, but the bulk of their trade is with the Boston market where their roses are recognized as the very highest type that experts can produce.

### The Amherst Wax Paper Mills

This institution, which is located at Cushman, and which has been running only a few days, is the latest addition to the new industries of the town. The men responsible for the concern are J. L. Perkins, of B. F. Perkins & Son of Holyoke, who is also owner of the Japanese Tissue Mills of that city, and generally recognized as one of the foremost paper men of the Valley, and E. W. Myler. Mr. Myler was formerly the manager of the Myler Wax Paper Company of Newark, N. J., which was burned out in March of this year. He will be the resident manager of the new Amherst company. The mill which has been erected this season on the site of the old Cushman Leather Board mill is 80 feet by 120 feet, with basement. Another mill for the manufacture of the special paper required by the company will soon be erected close by. The firm will employ from forty to fifty hands, and manufacture waxed paper, plain and printed of every kind for general purposes. Amherst was selected by the company because of the water privileges, cheap electric power, shipping facilities, and the low price of the land desired.

### Amherst Creamery Company

For thirty years the Amherst Creamery Company has been steadily gaining its present enviable reputation in this valley for making the very finest product on the market.



Dean, Photographer

MASONIC TEMPLE  
Main Street.

Indeed, the motto of the company is, "It is as good as the best you ever ate." Butter, however, is not their only product. In order to give their four hundred and thirty-six farmer patrons as much as possible for their product, large quantities of cream are sold throughout the year, especially during the summer months, to ice cream manufacturers and others. The cream received from the farmers is pasteurized, homogenized and cooled quickly according to the most approved methods that have long been used in Germany, but only recently introduced in this country. Electricity has recently been substituted for steam power at their factory in the northwestern part of the village and improved water facilities added. The principal shipping points of the cream used by the company are Springfield and South Vernon, Vt., Bernardston, Colrain, Montague and South Deerfield, Mass.

Some idea of the magnitude of the business which the company is doing at its comparatively modest appearing factory is conveyed by the fact that for the year ending on September 1, 1912, they bought 1,225,625 pounds of cream, and during the same period sold 269,732 pounds of butter and 5,723 40-quart cans of cream.

#### The Holyoke Street Railway Company

This company now owns and operates the lines of the old Amherst and Sunderland Street Railway Company and gives excellent service to its many Amherst patrons. "The Notch" or "Turkey Pass," as the route which the road takes over the mountain range which separates Amherst from South Hadley is commonly called, is an extremely picturesque region. Probably more people travel over this line purely for pleasure than any other line in this section excepting the one operated by the same company to the base of Mt. Tom.

The Orient Spring grounds at the end of the company's line at West Pelham have been developed by the Holyoke Street Railway Company into a very popular picnic park. It is on the northerly slope of a hill near the base of Mt. Orient and comprises a ravine, through which passes the rapidly-flowing Amethyst Brook, and a level tract close by convenient for tables, benches and chairs for picnickers. It is always comfortably cool, even in midsummer, by reason of the dense shade furnished by the heavy growth of pine, hemlock and chestnut. The central attraction, however, is the famous Orient Spring which at all times gushes forth a copious stream of the purest cold water that on every hot day slakes the thirst of multitudes of town and city excursionists.

#### The Connecticut Valley Street Railway Company

This community is also given excellent service over the Amherst, Hadley and Northampton branch of the company's many affiliated lines. Indeed, they can well afford to give it, for probably it is one of the very best, if not the best paying line the company controls. At all times of the day and night it is well patronized, and frequently has all the traffic it can possibly handle. A great many special and extra cars are run from Northampton to Amherst to accommodate those who wish to attend the various college athletic games and other special functions. The company's main source of power is obtained by a high tension electric line from Greenfield, but it also maintains an auxiliary steam plant in Hadley sufficient to run the road in case of trouble with the transmission line. The company recently built new car barns at Hadley to take the place of the ones that were burned a few years ago.



Dean, Photographer

HARVESTING THE BIG APPLE CROP  
At W. H. Atkins' farm, South Amherst

### The Amherst Savings Bank

Is an institution that better than any other reflects the prosperity of the community, and in turn by encouraging thrift is a most important factor in making that prosperity possible. Although not one of the largest, it is one of the big savings banks of the state. At the close of business on the seventh day of October, 1912, its deposits amounted to \$3,846,547 and its surplus \$396,892.22, showing an increase in deposits during the past year of \$127,276, and an increase in surplus of \$26,852.55. The bank was incorporated in 1864. Its first place of business was a small wooden building on Pleasant Street. In 1875 it removed to a brick block on its present site, which was burned in 1879, after which the present block was erected. Last year the bank moved from its small rooms in the second story of this block to the first floor of the building, formerly occupied by two stores, which have been remodelled into as handsome, commodious and well-furnished banking rooms as one often finds, including a large lobby, president's office, and trustees' room. The bank is also equipped with a big granite fireproof vault for keeping books and papers, and a large burglar and fireproof vault which is protected by an electric burglar alarm. The first president was Charles Adams, who resigned in 1870 and was succeeded by E. F. Cook. Three years ago Mr. Cook died and was succeeded by E. D. Bangs, who had been treasurer of the bank since 1887. S. C. Carter was the first treasurer, Mr. Bangs the second, and William T. Chapin the third and present treasurer. The first secretary was George Cutler who still holds the position. Thus in its forty-eight years of history the bank has had but three presidents, three treasurers and one secretary.

### The First National Bank of Amherst

Was incorporated in 1864. The first president was L. M. Hills, the second president L. Dwight Hills who was elected to the office in 1874, which he now holds. The bank first started business in a private house on Main Street near the Central Vermont Railroad where it remained until a new brick building built expressly for its use on Main Street was ready for occupancy. In 1891 the bank moved to its present location in the fine block on South Pleasant Street. Its growth has kept pace with that of the town and today with its capital and surplus of \$300,000, it is well equipped to do the general banking business of the community. More room, however, is desirable and it is expected when the present lease of the store adjoining the bank expires the space will be taken for banking purposes, thereby doubling the present quarters.

### The Mutual Plumbing and Heating Company

This is an excellent illustration of the possibilities of co-operation between laborers and capitalists, when the former have some money and are possessed with a high degree of intelligence. This concern was organized six years ago, combining at that time the two oldest and largest of the four plumbing and heating firms in the business here. It is incorporated under the laws of this state and is authorized to issue \$20,000 in stock, and \$15,000 have already been paid in. The company averages to employ, including the journeymen stockholders, about twenty-five hands. In addition to their large plumbing, heating and electric wiring business, they keep an exceptionally well stocked hardware store, where one may be assured of fair dealing and courteous treatment.

### C. R. Elder

Or "Elder the Coal Man," came to Amherst fifteen years ago from his native city, St. Paul, Minn., where he was imbued with the spirit of energy and hustle so characteristic of the West. Today, in addition to his other extensive interests, he is by far the largest coal dealer in Amherst. A few years ago he erected on the line of the Central Vermont Railroad a pocket of fifteen hundred tons capacity for the handling of hard coal, and another pocket for soft coal is now in process of erection. An auto delivery truck has been ordered, thereby completing Mr. Elder's equipment for giving the best possible service to his many patrons.

### C. R. Elder & Company

Handle lumber, cement, lime, general building supplies, fertilizers and farm tools and machinery at their buildings and yards on Main Street, which are connected by a spur track with the Central Vermont Railroad. Indeed, they are practically the only general retail lumber dealers in town, and also the principal dealers in farm machinery.

### Ernest M. Bolles

Popularly known as "Bolles the Shoeman," is the proprietor of an all-round footwear store on Phoenix Row that is a credit to himself and the town. He won the good will of the college boys by giving a pair of shoes to every member of their base ball teams who makes a home run on the local field in an intercollegiate contest. This year he built an addition to the rear of his store to accommodate his rapidly growing repair department which is equipped with a Goodyear repair machine, by which he can guarantee a class of work impossible under the old régime of pegs and awl.

### E. D. Marsh's Furniture Store

On Phoenix Row carries the largest line of furniture of any place in western Massachusetts outside of Springfield. He occupies three big stores, comprising eleven floors, which are filled to overflowing with the best assortment the market affords. Those who have had the pleasure of

doing business with Mr. Marsh rarely go elsewhere when in want of anything in his line.

### The Terrace Home School

For backward children and youth, conducted by Miss F. J. Herriek, is the one private school of the many that have been started here that is today more prosperous than ever before in its history. The school buildings are situated on high grounds away from Main Street but near the center of the town, and command a beautiful view of the Connecticut Valley. A large new house for the accommodation of the pupils who care to remain throughout the season has just been completed at West Pelham where an especially fine view of the surrounding country is obtained, together with ample room for outdoor recreation. Studies are arranged to keep the pupils happily and profitably employed, and great pains are taken to supplement any deficiency in those who have not been able to conform to the exactions of the ordinary schoolroom.

### The Amherst Record

Published by Carpenter & Morehouse, one hundred years hence when the history of Amherst may again be written, will furnish most of the facts for the story. It records every week correct and concisely worded accounts of all the principal happenings in the community. Its editorial columns, devoted largely to the consideration of national and state affairs, written in the inimitable style of Mr. Morehouse, would be a winning feature if published in any of the great metropolitan papers. Indeed, good judges have recently remarked that these comments compare very favorably with those written by Col. George Harvey, that are now making Harper's Weekly famous. The people of Amherst also owe a debt of gratitude to Mr. Morehouse for writing, and to the firm of Carpenter & Morehouse for publishing, at a financial loss, the excellent "History of Amherst." This nine-hundred page volume is pure history, absolutely devoid of any form of the subtle advertising so common in similar books, and is a credit to the town. The firm of Carpenter & Morehouse also does a large amount of job printing, for which its plant off Main Street is exceptionally well equipped.

## HEARTS OF OLD NEW ENGLAND

*By Winthrop Wheeler*

This beautiful song, for which the music has also been supplied by the author, was first sung in public in Faneuil Hall as a part of the July Fourth Program last summer. The production of the poem may be regarded as truly inspired. Never before having written poetry, the author arose early one morning with a purpose to write a typical New England song, yet not having any thought of just what he should write. The article is reprinted from the *Boston Globe*.

"The words of 'Hearts of Old New England' are:

There's a cottage in the valley, by the dear old mountains grand,  
Where a noble river flows to meet the sea;  
There my heart is fondly turning, to my happy childhood home,  
In that charming old New England by the sea.

#### CHORUS

O the hearts of old New England, how they throb from sea to sea,  
'Twas the hearts of old New England that have bled to make us free;  
'Tis the noble men and women, from that old New England shore,  
Who will keep our starry banner free and glorious evermore.

When the bluebird and arbutus, when the robin and the rose,  
Greet the Springtime in that old New England home;  
And the whippoorwill is singing as the twilight softly falls,  
It is then the echoes seem to stir my soul.

(Chorus)

O the charms of old New England! Bounding brooks and shady  
glens,  
Where the speckled trout and red deer love to stay.

And her crystal lakes whose waters mirror mountains at their shores  
How her sylvan beauty beckons me away.

(Chorus)

From the cradles of New England, many, many years ago,  
Rocked by loving, tender mothers day by day;  
There arose a race of patriots, taught so well at mother's knee,  
That in manhood's prime they fought for liberty.

(Chorus)

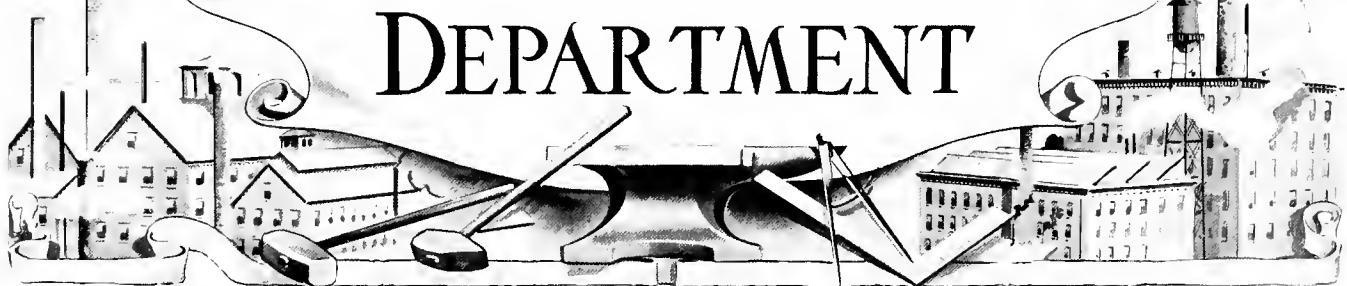
'Twas at Lexington and Concord, and at glorious Bunker Hill,  
Where the tide of battle swept o'er hill and lea;  
And the record of their valiant deeds can never be effaced,  
For they fought in old New England by the sea.

(Chorus)

When the great West needed builders, 'twas New England blazed the  
way,  
To the Golden Gate behind the western sea;  
And the prairies with the mountains and the valleys far below,  
All are linked to old New England by the sea.

(Chorus)

# INDUSTRIAL DEPARTMENT



SPRINGFIELD is well known for several important manufacturing institutions and has also established an enviable reputation as a merchandising centre. Thirty-eight years ago, the beginning was made for what has since become one of the few famous department stores of New England, and the eighteenth of September, 1912, marked the opening by Forbes & Wallace of their greatly enlarged and beautified establishment. As has been aptly stated, this firm has always been a party and a factor of the life and growth of Springfield from the time its first modest beginning was made; and there is hardly a home in the city that does not, to a greater or less degree, come into touch with the service which the store affords. During the past summer months important additions and improvements have been going on to extend the institution, so now the main aisles are like avenues extending for three hundred feet in one direction and two hundred feet transversely.

So many and varied are the departments, and so complete is the assortment of lines carried that it is hard to conceive of anything more desirable to be found in any other city in the land. The completeness of the lines maintained is emphasized by the attractiveness with which they are displayed. The markets of the world are drawn upon to supply the demands of this store's patronage; and through its own foreign buyers and the membership it holds in the Syndicate Trading Company, the most stylish and desirable goods are put on sale in time to always anticipate the season's vogues.

Modish gowns and other apparel for women have been made a specialty in the Forbes & Wallace store. At their recent season's opening, the very latest French modes were shown to advantage by living models. This method of showing the new fashions was carried out on a scale that proved the firm's determination to lead all others in painstaking service. For the proper display and effects

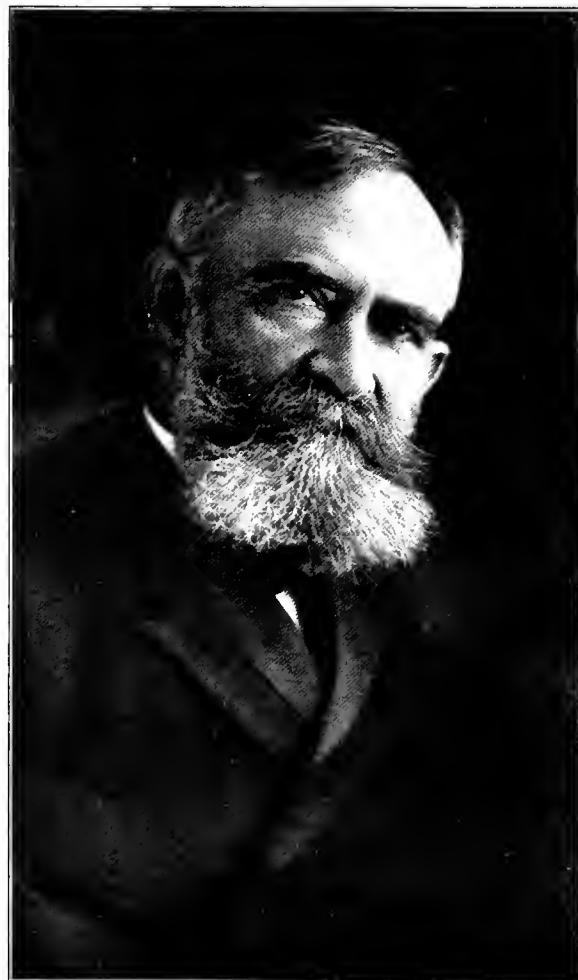
in showing their beautiful gowns and habits, a raised promenade walk was constructed nearly all the way across their Great Second Floor, and the grace with which the living models demonstrated the many stylish creations was in keeping with the standard maintained by the firm in all things.

The dependability of Forbes & Wallace in its dealings with the public has made shopping by mail and ordering by phone interesting and important phases of the business carried on. A complete mail order department is maintained, and patrons are accommodated all over New England and in many other sections of the country. The local patrons have come to depend so much upon the telephone in ordering that the company's service is unusually complete.

Less than ten years ago the telephone board in the store had a capacity of only thirty lines; today new switch boards give a service for over four hundred lines, and handle over two thousand calls a day.

On the third floor, and at the Main Street front of the store, there has been fitted up a Rest Room which is so full of interest that visitors are highly entertained as well as rested. There are many interesting paintings and etchings hung for the pleasure of the public which represent the work of contemporary and celebrated masters.

The Forbes & Wallace "Rest Room" is a great convenience to the shopping public since it supplies a most central meeting ground for ladies to meet each other and their families after a busy and perhaps wearying tour of the shopping district. It is appreciated for the fact that it affords an opportunity for a brief visit between residents within and outside the city when time does not admit of more formal social calls. For a convenient meeting place for matinee parties before going to the nearby theatres, the Rest Room is already being agreed upon by those who reside in various parts of the city.



ANDREW B. WALLACE



PART OF THE WOMEN'S SUIT AND OUTER GARMENT SECTION  
A view of two hundred feet, across the store.

Demanding efficient service and impartial courtesy from their clerks, the firm of Forbes & Wallace also recognize that the care of their employees' welfare is the best business policy. Rest rooms and an employees' restaurant where food can be had at cost are among the special advantages supplied. But greater than these are the matters of good light, heat, proper ventilation and vacuum cleaning which serve the health and comfort of employee and patron alike. There is also a regular staff physician and an emergency sick room to care for anyone who needs the service of a physician. Medical attendance and advice is supplied for the employees who have regularly appointed hours for such service. Another important feature for employees is a bank which pays a higher rate of interest than could be obtained from savings institutions, and this is in keeping with the precepts which the firm has always taught in the matter of helping its employees to be thrifty.

On the eighth floor of the store is maintained the Observatory Restaurant, too well known by most citizens and visitors in Springfield to need a description. Light, airy, and overlooking the Connecticut River and the verdant hills beyond, the charms of the panorama add zest to the unusually fine cuisine which the company furnish at popular prices.

The whole grand conception has been so well planned, and built up on the various



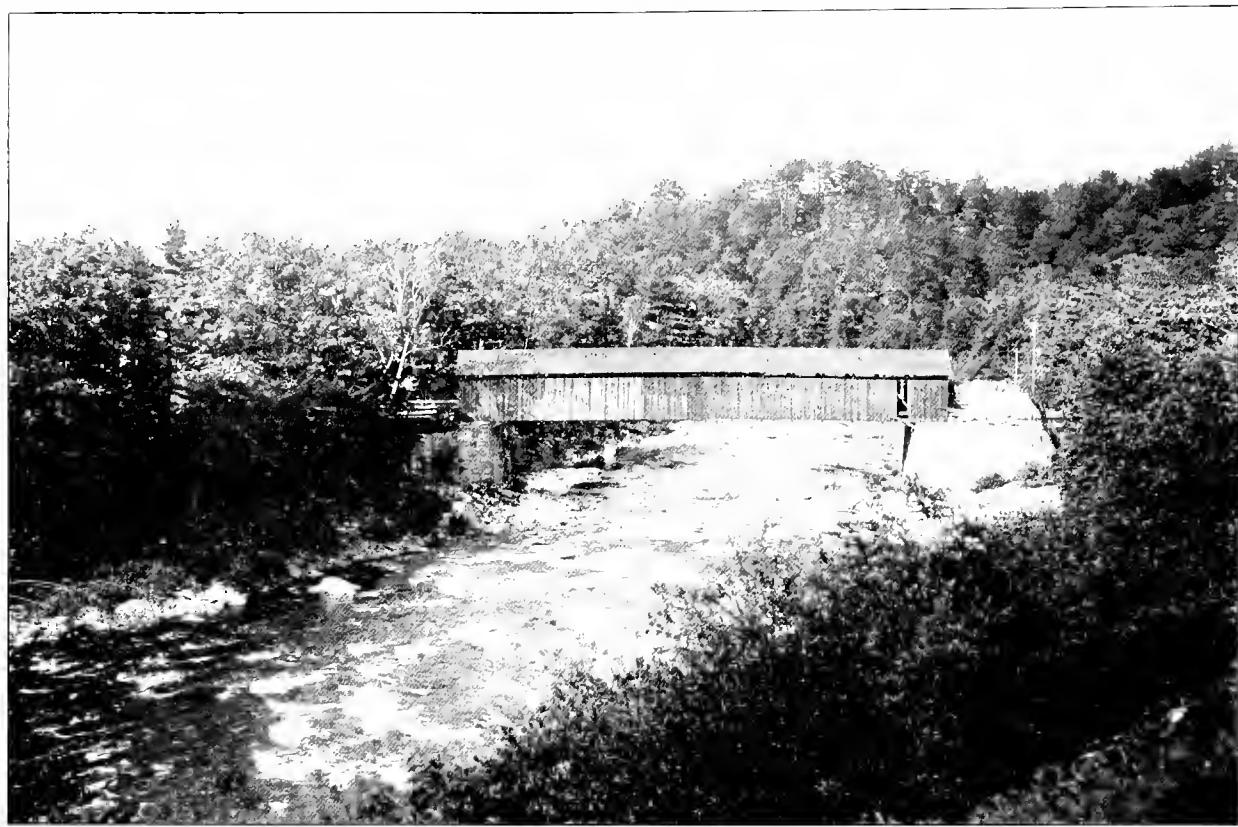
THE REST ROOM  
In which are hung many paintings and etchings.



A MAIN FLOOR AISLE LOOKING TOWARDS MAIN STREET  
A view of about three hundred feet.

integral parts such as their own power, an artesian well to supply their engines and operating their ten great elevators, the lighting system, cold storage rooms, etc., that one must admire the exactness and harmony with which everything is managed. The economy for the firm in all these matters means economy, especially for the public, because by such a business-like system the patrons of the store are afforded all modern facilities and efficient service without the added cost usually shifted from the merchant to the purchaser.

The stranger would naturally ask on visiting this thrifty and enterprising store if there were not some one personality who has built up the close relationship which the store enjoys with the people of Greater Springfield. The surmise would be right, for Mr. Andrew B. Wallace has led with a singular gift of chieftainship, and has inspired his assistants with fidelity and a high regard for the good name of the firm. To patrons, Mr. Wallace needs no introduction. All who have become familiar with his alert, vigorous movements about the store know that he is, in very truth, the pilot who has the great working forces of the establishment absolutely under control; and that to his genius more than to any other is due the great mercantile institution which is in closest relationship to the community.



SCOTT'S BRIDGE SPANNING THE DEERFIELD RIVER  
Soon to be replaced by a steel structure.

## Shelburne Falls News

One of the best known landmarks in this section of the country, Scott's Bridge, will shortly disappear. It will be recalled that this bridge is located between the towns of Buckland and Charlemont over the Deerfield River on the main road to Hoosac Tunnel at one of the most beautiful spots on the river. We show herewith a view of the bridge as it now appears, but in spite of its picturesqueness the old wooden structure must give place to a new steel one.

The old bridge is of the familiar covered type so often seen in this part of New England, although unlike many of its contemporaries it is constructed with wooden arches instead of perhaps the more usual type with lattice sides made of heavy planks held together with wooden trenails. The narrow roadway and usually dark interior of such bridges, together with the often found curved or abrupt approach has made them a menace to safety on account of the ever increasing automobile traffic. Moreover the maintenance of such a structure is becoming each year a steadily increasing item, partly on account of the age of the bridge and partly on account of the greater wear and tear that it is subjected to by reason of the heavier traffic.

In flood times, the bridge has often been fairly near destruction, particularly on account of the ice jams that used to form at the turn in the river below the bridge. During one of these jams the bridge was injured by the ice and when repairs were made the abutments were raised about two feet and the bridge elevated accordingly, since which time successive years have passed without further damage.

The pond made by the new dam below the bridge is shortly to be filled, thus bringing the water level only a few feet under the bridge timbers. The Power Company, therefore, petitioned the County Commissioners for permission to raise the bridge slightly over eleven feet, ex-

pressing their willingness at the same time to straighten out the short approach on the Charlemont side and to make the necessary fill at both approaches to the satisfaction of the commissioners. At the hearings which were held on the matter, however, it developed that the adjoining towns felt that the old bridge was hardly worth raising. The State Highway Commission was consulted and asked to contribute towards a new bridge, inasmuch as it was understood that this road will be part of the new state highway over Hoosac Mountain. By coöperation of all parties interested it has been arranged that the two towns, the county, the State Highway Commission and the Power Company are each to contribute a certain proportion of the cost of a new bridge. The Highway Commission has agreed to take over the new structure as soon as it is completed, thus saving the towns the increasingly high cost of maintenance.

The new bridge will be entirely of steel with a roadway twenty feet wide in the clear, and a floor of concrete covered with asphalt compound on the wearing surface. It will be the same length as the wooden bridge but will be carried on heavy abutments extending somewhat over eleven feet above the present ones. The approach to the bridge on the Buckland side will be filled in to the new elevation and on the Charlemont side the dangerous turn will be straightened out by a wide curve on the flat above what is known as the "Dugway."

The new bridge will be a heavy, imposing structure and spanning the new pond at this point should still leave the location one of the prettiest along the road towards Hoosac Tunnel.

## Greenfield Industrial News

The expansion of Greenfield's industries has led, during the past month, to the beginning of work upon two factories which are to be substantial additions to the equip-

ment of the place from a manufacturing standpoint. The Greenfield Machine Company, which has been located in the factory once occupied by the Wells Brothers' Company on the bank of the Green River, had so far outgrown its quarters early last summer that plans were made for the construction of a new factory; and for that purpose a tract of land was acquired off Federal Street in the neighborhood of the F. E. Wells & Son Company's plant, and the work is now rapidly progressing upon a factory of cement construction, one story in height, which is to have 10,000 square feet of floor space. The new building, which will probably be occupied before cold weather sets in, will be devoted to the manufacture of the line of grinding machinery which is made by the Greenfield Machine Company and which is recognized the world over as being in the front ranks of machinery of its sort. The industries in Greenfield, largely devoted as they are to the manufacture of small tools, use many of the machines of the company, but the demand for its product is not confined to any one locality, and the field which it serves is growing continually larger.

The other factory which is being built is the box shop of the Wells Brothers and Wiley & Russell companies which is being put up near the tracks of the C. & P. Division of the Boston & Maine, off Chapman Street. The structure is to be 100 x 100 feet, and is to have in addition a dry house and engine room. In the new addition to the plants of the two companies are to be made all the wooden boxes used in packing and shipping of their product of taps, dies and thread cutting machinery. About fifty men are to be employed in the factory. The space that was formerly occupied in the factories of the two companies by their box-making departments is to be taken over by machine rooms, thereby allowing an increase in the output of the factories which is already immense.

Along mercantile lines there has been arranged in Greenfield a "get together" and publicity feature which holds much promise for the town. It has been realized by the merchants, and particularly by the Board of Trade, that the advantages which Greenfield possesses as a trading center were not sufficiently well known to the people who should benefit by them. With this thought in view the publicity committee has been deliberating for several months over the best means of educating the people, and of Franklin County in particular, to the advantages of Greenfield which is in the very center of the field of distribution for western New England. The plan for a "Greenfield Trading Day" was finally evolved, and work was begun at once to get the matter under way, including the circularizing of the trade which it was desired to reach with literature calling attention to the advantages that the town has to offer and the special attractions that will be held out on the showing off day of the Greenfield merchants. A canvass of the dealers in various lines of merchandise in the town disclosed a willingness on the part of everyone to do his utmost for the success of the day, and discounts running as high as 15% were promised to all who should trade in Greenfield on October 1st. As this article is written, the merchants in the town have their places of business arranged to receive the shoppers of their section and prove to them the advantages of either staying in Greenfield, if they are already here, or to come here if they are not, for trading purposes.

The completion of the surveys for the railroad leading from the southern Vermont timber fields to Greenfield has aroused much interest hereabouts. The plan advanced by the officers of the New England Hardwood Lumber Co., the president of which is H. S. Janes of Greenfield, is that a line of railroad be constructed from Greenfield to the northwest, serving the tremendous growths of timber in the sections of southern Vermont which are not now reached by railroads, the output from which might be

brought to Greenfield. The advantages which Greenfield has to offer to such an enterprise are worth considering. There are in the immediate vicinity of the course which the railroad line would naturally take, many acres of land admirably suited for woodenware factories and other purposes. The facilities existing at Greenfield for shipping such goods could not be found at any other point to which the lumber cut from these forests might be carried without inordinate expense. In manufacturing the lumber, there is abundantly available in Greenfield cheaper power than is to be found anywhere in the New England States. Electrical power is admirably adapted to the manufacture of lumber, because of the greater safety which accompanies its use. The success of the proposed plan is to be hoped for, and its undertaking is a proper field of opportunity which the people interested in Greenfield are not going to slight.

## Development at Turners Falls

The developments at Turners Falls are going forward rapidly these days. The section of the dam which the Bates & Rogers Company have the contract for building this year is completed and is a handsome piece of work. It will eventually be equipped with spacious flood-gates which will make possible a more even flow of water in flood times. In the bed of the new canal the steam shovel is steadily forcing its way through the earth and rock. Ninety thousand cubic yards of earth have already been poured from the big scoop into cars and drawn to the low land along the river above the dam and deposited. It is interesting to observe how modern construction methods and equipment accomplish such a large undertaking with comparatively little manual labor. At the beginning of the work a twelve foot trestle was built out into the low section where the spoil was to be carried. Gravel cars with automatic dumping attachments were then run out onto this trestle and the load dumped down around the structure. When the earth had completely filled in around the trestle and had reached the level of the track the ties were moved forward to the edge of the fill so that the cars were dumped over the edge. This process has been continued until a low boggy meadow has been transformed into a dry level plain admirably suited for building sites for new industries.

The equipment for the additional unit at the present power house is on the ground and its installation will commence at once. This will increase the capacity of the plant two thousand horse power. The price of power to industries locating in Turners Falls will be made so low that a large part of this additional current will doubtless be consumed locally, but in order to efficiently serve its patrons in Amherst and Easthampton, the Turners Falls Company have purchased a private right of way to Amherst. A steel tower line over this right of way is now under construction which will transmit alternating current at a pressure of 66,000 volts. Fred T. Ley & Co. of Springfield will install this line and now have a force of men at work upon it. With the approach of cold weather all branches of the development work are being pushed with renewed energy and the contractors will soon have the end of the season's undertakings in sight.

## A Cat That Goes Fishing

William Grant of Northampton, Mass., owns a cat that furnishes him with fresh fish. The cat enjoys sitting at the edge of her owner's ice pond, it is said, and scooping up unwary fish with her paw. The cat has brought fresh fish to the house several times.

## Changing the World's Commerce

As wonderful as a story by Jules Verne, and possibly as strange in contrast with present conditions of trade will be the re-adjustments following the opening of the Panama Canal. That the work of our government in cutting the great navigation ditch will bring great benefits to many cities and sections of the world, especially those in the United States, is understood; that the changing of trade routes will mean the benefitting of certain sections and industries at the expense of others by reason of the new order of things is not so generally understood. Since "commerce follows the flag" is an axiom which means the springing up of thrift and enterprise along the thoroughfares of travel, be they water lines, overland railways or improved river navigation routes. Instances might be cited where towns have been abandoned by the deflection of railroads a few miles to one side of them. Indeed a town that came within one vote of becoming the capital of Arkansas in competition with Little Rock is entirely abandoned today without a house or business block left standing. It was once known as Jacksonport but Little Rock's superior railroad facilities won out and Jacksonport is only remembered by elderly people. Some apprehension is felt in the middle west that the changing of transcontinental freight from rail to Isthmian routes may tend to retard industrial and agricultural growth by giving other sections of the United States and some foreign countries extra advantages through better service and cheaper freight rates. The Premier of New South Wales, in speaking of the advantages that will accrue to Australia by reason of the saving of 2,300 miles to American markets predicts that the population of New York will be eating frozen meats from Australia in a few years. He also predicts that if free wool be admitted into the United States, we will soon be drawing on his country for enormous quantities of fine wools.

Where meats and wools are demanded it is fair to expect that ships will return loaded with American made farming machinery, boots and shoes, textiles, canned goods and other products.

That the Pacific Coast and the Middle West are alive to the possibilities of turning the Canal to their great advantages is evident by the plans that are being worked out. Already a new transportation route between St. Louis and San Francisco has been inaugurated which it is claimed puts the inland city on a par with the advantages of New York.

There has recently arrived at St. Louis a steel barge carrying a 1,500 ton cargo from San Francisco. The shipment was first made from San Francisco to Balboa; thence by rail across the Isthmus of Panama to Colon; thence to New Orleans by steamer where it was put on board the barge for St. Louis. The shipment contained a consignment of barley, and notwithstanding the several transhipments made, the saving over what the all rail rates would have been amounted to \$3.50 per ton. On canned goods the saving by the new route is \$5.00 per ton; on beer, \$6.00; on machinery, \$10.00; on dried fruits, \$11.00, and on boots and shoes the saving amounts to \$22.00 per ton. When the plans of the shippers are perfected there will be a fleet comprising fifteen barges and five tow boats between St. Louis and New Orleans, where ocean going steam barges will continue the traffic via Galveston and from Savannah to Colon. It is plain that the better facilities for transportation between St. Louis and San Francisco will tend to modify the traffic from other inland cities like Kansas City, Chicago and Cincinnati unless these in turn look after their own interests by instituting similar traffic advantages. And what is true as concerning the larger points holds true concerning sur-

rounding territory and more remote districts. It may be laid down as a basic principle, therefore, that every mile of reduction in distance between one section and another tends to reduce the freight tariff between those points correspondingly. It is also true that the sections of the country that prepare themselves for commanding a large share of the new commerce when the Panama Canal is opened will probably be the ones to derive the most permanent benefits therefrom.

Some sections of New England are busy with harbor improvements preparatory for coastwise and foreign commerce when the canal is completed. There should be a comprehensive programme prepared by the Western New England Chamber of Commerce calculated to benefit the largest number of manufacturers and wage workers in line with the work which St. Louis is doing in the Middle West.

## A Substitute for Canal Locks

A Belgian canal has been supplied with a mechanical ship lift in place of locks. The lift is composed of two steel chambers moving in opposite directions, each supported on a vertical plunger. It has a lifting height of 15.4 meters, or something in excess of fifty feet. One of the salient features of the lift is the ease and expedition of operation. The entry of two 360-ton barges, one from above and the other below, their simultaneous descent and ascent, and their release from the lift occupies but fifteen minutes. The dimension of the chambers are, length, 43 meters; breadth, 5.8 meters, and depth, 3.15 meters.

The capacity of the lift being more than fifty feet it takes the place of six or seven ordinary locks. Possibly this invention may help solve the navigation problems on the Connecticut and other rivers in this country.

## Investigating Amount of Traffic that will Pass Through Panama Canal

*(Freight Payer and Consumer)*

Much importance attaches to an inquiry which now is being conducted on the isthmus by Prof. Emery R. Johnson, special commissioner on Panama traffic and tolls. Professor Johnson already has compiled, by direction of the secretary of war, statistics bearing on the character and probable amount of traffic that will pass through the Panama canal.

He is now engaged in a study of the financial aspect of the enterprise, so that the tolls may be adjusted to the needs of the canal on a strictly scientific basis, and he is expected in Washington soon with this data.

Professor Johnson estimates that the whole of the American coastwise traffic that is likely to pass through the Panama canal immediately after it is opened will be about one million tons, or a little more than ten per cent. of the total tonnage that will pass through the canal in the years 1915 and 1916.

In the course of five years it is estimated that this American coast-wise tonnage will rise to 1,414,000 tons, but as the foreign commerce will increase in like proportion, the same relation between the two will exist.

On the face of the figures this would indicate that the British and other foreign commerce would have to bear an additional burden of ten per cent. in tolls over and above what it would pay were American coastwise shipping not exempted. It is pointed out, however, as a matter

of fact, that a proportionate share of this burden, if it did exist, would have to be borne by American ships in the foreign trade, which, consequently, would be on a precise equality with British ships.

Professor Johnson's statistics disclose still another factor that doubtless will be urged by the American negotiations as a reply to the contention that foreign ships must bear the burden of this extra charge caused by the American exemption. This is set out in his comparison of the Suez canal and the Panama route.

After pointing out the many advantages of the Suez in the way of coaling facilities, low insurance rates, superior opportunities for picking up cargoes between terminals and the like, Professor Johnson declares that the only possibility of the Panama canal getting a fair share of the world's business is to place the tolls at a figure actually lower than by the Suez route.

These are now \$1.25 a ton, so that the rate on the American canal must be sensibly lower than this, and the professor has even mentioned a flat dollar rate for the first few years of the canal's operation, at least.

On the basis of ten million tons' business this would yield an income inadequate to meet the cost of operations and maintenance of the canal—\$3,500,000—allow \$500,000 a year for sanitation of the zone and provide a fair rate of interest on the \$375,000,000 which the canal has cost, not to speak of the impossibility of providing for a sinking fund.

Allowing two per cent. interest on the capital invested in the canal and one per cent. for a sinking fund, the total of the annual charges on the canal are likely to be more than \$15,000,000, or about fifty per cent. more than the gross revenue from tolls.

With these digests before them and the rate on British shipping fixed far below the actual cost of the service by conditions over which the United States government has no control, it is believed by the officials here that they will have little difficulty in showing that the exemption of American coastwise traffic from tolls has no influence on British shipping and consequently that no discrimination is proposed in violation of treaty rights.

## Municipal Ownership in New York

New York City has become very extensively interested in municipally owned public utilities. She has built several subways and tunnels which were essential to the permanent use and requirements of the metropolis. She has still under construction the Croton Aqueduct costing millions of dollars and insuring for the future an adequate water supply already sorely needed.

To a large extent the city has invested in docks for which the demand has been greater than the supply, since one or more of her trans-Atlantic steamship lines has recently arranged to transfer its terminals to Boston where better facilities are offered. The investment of New York City's money in these improvements will bring back a revenue adequate to pay the interest, and for the most part to leave requisite proceeds to be used as a sinking fund.

By the ratification recently of a constitutional amendment, providing that debts incurred for dock improvements, calculated to yield a revenue sufficient to pay the interest and sinking fund charges upon the debts, shall not be included in the amount of the city's debt limit, the borrowing capacity of New York for dock purposes has been increased upwards of \$70,000,000.

## The Annual Demand for Rubber

America leads all other nations of the world in the manufacture and consumption of rubber, requiring annually 47,640 tons. The United Kingdom requires about 15,000 tons, Germany 15,000, France 10,000, Russia 7,000, Belgium 1,500, and other countries about 7,000 in the aggregate.

## Increasing Cost of Living in France

From a report by Consul Gen. Frank H. Mason, Paris, it is shown that the "back to the land" movement is as much a matter for Frenchmen to consider and act upon as it is for Americans. His report meets with a responsive echo in New England where the farmer still has to sell his hogs for seven to eight cents per pound although the urbanite is taxed twenty-five cents per pound for bacon and twenty-eight cents or more for pork chops. In his report Mr. Mason says:—

"From early April until the middle of July the weather throughout northern and central France was exceptionally favorable for fruits, vegetables and agricultural products. Now, if ever, as it would seem, the supply of home-grown food products should have been abundant and prices low.

"But, although fruits and vegetables were normally plentiful in the markets of Paris, prices are still abnormally high and show no dispositions to decline. Complaints are heard on all sides that tomatoes, melons, cucumbers, squashes—practically everything except potatoes—have in Paris become luxuries still beyond the reach of the vast multitude of working people whose daily earnings do not exceed eighty cents or one dollar.

"The situation here is similar to that which exists in the United States, and is apparently based on two fundamental facts:

"(1) The percentage of the total population which is engaged in agriculture, and the consequent production of food materials, is being constantly reduced by the migration of young people of both sexes from farming districts to cities and manufacturing towns.

"(2) There is a persistent and excessive disparity between the prices received for food products by farmers, dairymen, gardeners, etc., and the prices at which the same materials are sold to consumers in municipal markets.

"No abundance in crops seems sufficient to bring retail prices down to anywhere near the level of a few years ago, and the complaints of the employed classes, who are dependent on their daily earnings, are becoming constantly more urgent. Meats of all kinds, milk, eggs, vegetables, butter and even fruits are excessively dear in Paris, although the supply in many of the interior and southern departments is abundant and of good quality."

## Inconceivable Waste in Minerals

(*Chicago Commerce*)

Charles L. Parsons, chief mineral chemist of the government bureau of mines, gives out the following indictment of a wasteful people:

Minerals we waste annually.

A quarter of a billion tons of coal.

More natural gas than the total output of artificial gas companies.

Nearly ninety per cent. of the energy of the coal that is mined.

More than 15,000,000 tons of coal through boiler scale in locomotives.

# THE FIRST NATIONAL BANK

OF AMHERST



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# MASSACHUSETTS AGRICULTURAL COLLEGE

AMHERST MASSACHUSETTS



ON THE COLLEGE FARM

The Massachusetts Agricultural College is a public service institution, the function of which is to benefit the agriculture and rural life of the state and incidentally that of the nation.

In the fulfilment of its mission the College undertakes the work of Investigation, Resident Instruction, and Extension Service.

**Investigation** follows three distinct lines: (1) scientific research, through which are discovered new laws governing the growth of plants and animals; (2) experimentation, which seeks to ascertain the best methods of applying science to practice; and (3) the agricultural survey or inventory of agricultural conditions and possibilities.

The purpose of **Instruction** given to resident students is to prepare them for the agricultural vocations and also to train them in the principles of good citizenship. Students pursuing the regular four years' course may specialize in any of the following named departments:

Agriculture  
Agronomy  
Animal Husbandry  
Dairying  
Poultry Husbandry

General Horticulture  
Floriculture  
Forestry  
Landscape Gardening  
Pomology

Agricultural Chemistry  
Economic Entomology  
Plant Physiology and Pathology  
Agricultural Education

Undergraduate courses are also offered in a large number of departments, the work of which is not arranged as a "major".

The Graduate School admits college graduates for advanced study in agriculture, botany, chemistry, entomology, horticulture, mathematics, veterinary science, and zoölogy.

The task of the Extension Service is to disseminate agricultural knowledge to all people of the state having rural interests, and to assume an attitude of leadership or of coöperation in various activities, educational, social, or economic, which tend to benefit agriculture and country life. Thousands of persons are directly reached each year by the Extension Service. Some of the types of work organized by this branch of the College are:

Winter School of Agriculture  
Summer School of Agriculture  
Farmers' Week  
Conference of Rural Social Workers  
Correspondence Courses in Agriculture  
Itinerant Schools of Agriculture

WILDER HALL—HORTICULTURE



Educational Exhibits  
Demonstration Orchards  
Boys' and Girls' Clubs  
Traveling Libraries  
District Field Agencies  
Lecture Courses

#### FIVE FACTS OF INTEREST ABOUT THE MASSACHUSETTS AGRICULTURAL COLLEGE

1. It trains men for vocations not yet overcrowded.
2. It offers courses of study in 26 departments of academic instruction covering the fields of Agriculture, Horticulture, Sciences, Humanities, and Rural Social Science.
3. Its enrolment of students in four years' courses exceeds 500 in number.
4. Its field of service is the entire state.
5. Its educational advantages are practically free.

ADDRESS: at Amherst, Mass.:

Prof. Fred W. Morse for Experiment Station Bulletins.

Prof. William D. Hurd for announcements of Short Courses, information relative to Extension Service, Agricultural Leaflets, and with questions (for reference to authorities) on farm practices and agricultural science.

Dr. Charles E. Marshall for information concerning the Graduate School.

Pres. Kenyon L. Butterfield for complete catalog, illustrated booklet and general information.

CAMPUS SCENE



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INCORPORATED 1864

SURPLUS, \$396,892.22



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*MASSACHUSETTS*

## A Beautiful, Growing, Prosperous Community

*A Seat of*

**LEARNING, OF CULTURE AND AGRICULTURE**

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And Enjoy its Educational, Literary and Social Advantages, and at the same time make money, if you want to

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- ¶ **For Home-Seekers**—It offers many high-class residences, and for building sites, acres and acres of high land commanding a grand view; also numerous small and medium-sized houses and lots.
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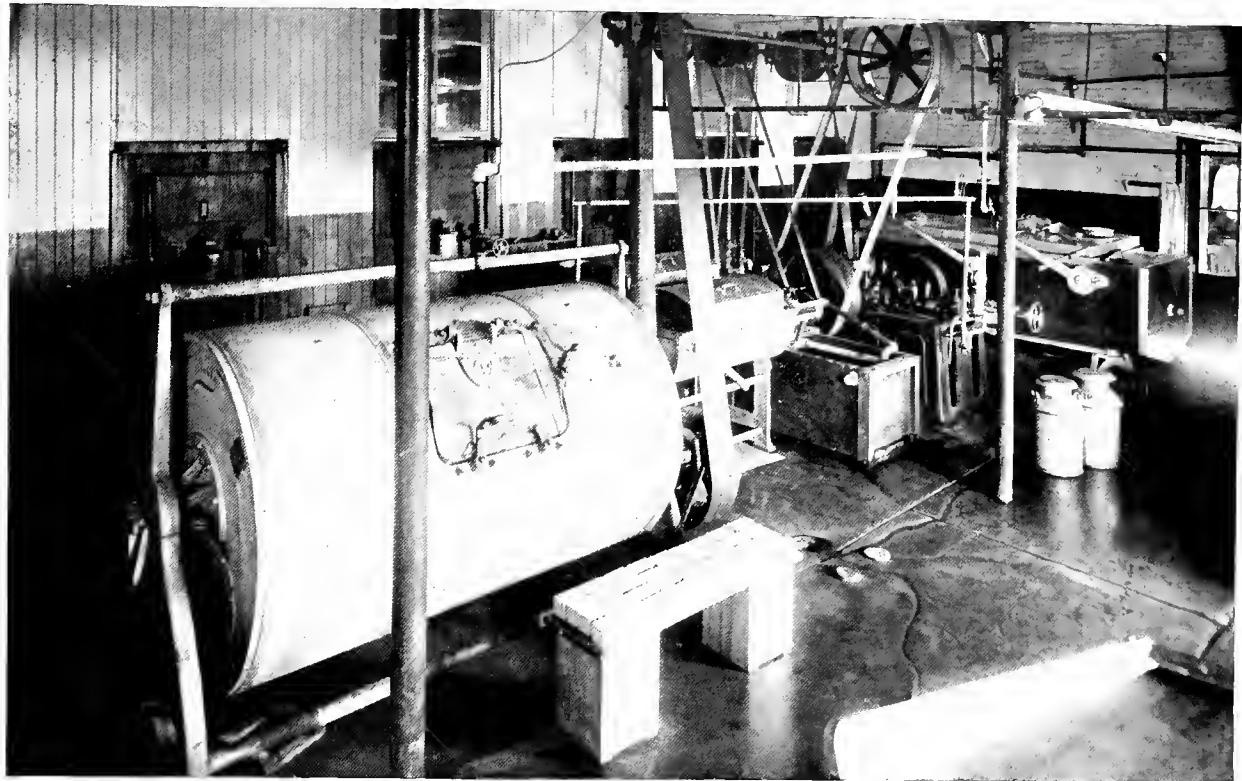
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## HOME SCHOOL For Backward Children and Youths

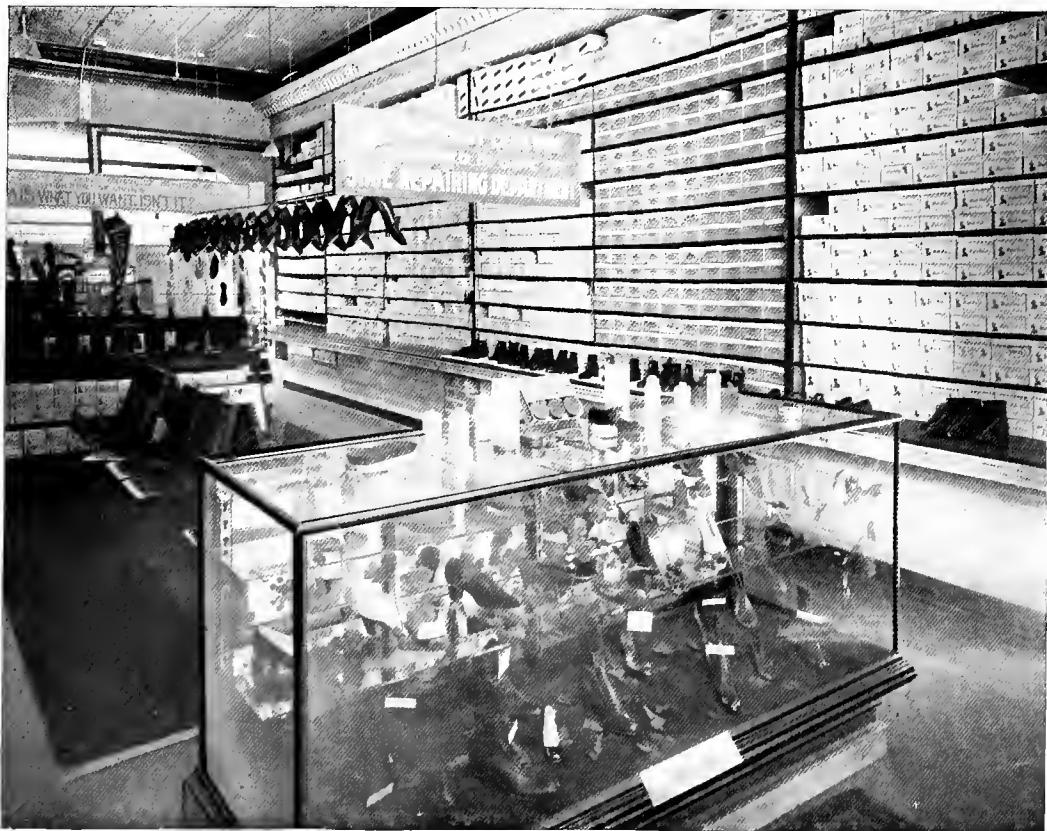
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---

Hitchcock Mountain



The Southern Mountain Wall of Amherst (Norwottuck, 1100 feet, Round Top, Bear Mountain, Hitchcock Mountain). This view is from

The Tracks of the Holyoke Street Railway radiate in the directions of Springfield,  
Northampton, South Hadley, Amherst,

**HOLYOKE STREET RAILWAY CO.**

## A GOOD PLACE TO STOP



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**AMHERST HOUSE**

CATERING FOR AUTO  
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**D. H. Kendrick, Prop.**

Bear Mountain

Round Top

Norwottuck

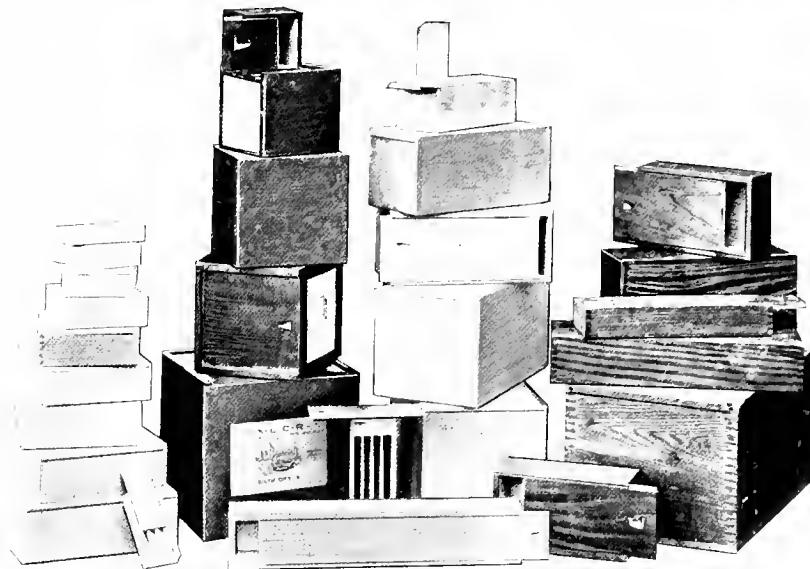


the South Hadley side of the range on the track of the Amherst line of the Holyoke Street Railway which passes Mt. Holyoke College.

West Springfield, Chicopee, Chicopee Falls, Westfield, Mt. Tom, Easthampton, Sunderland, Orient Springs and Fairview

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of all  
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Springfield, Massachusetts**

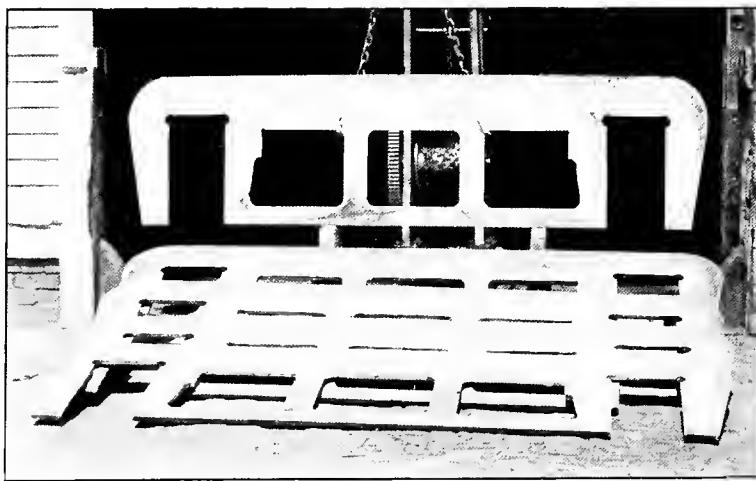
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**ROYCE'S LAUNDRY**  
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# Franklin County Trust Company



CAPITAL - \$200,000.00

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GREENFIELD, MASSACHUSETTS

## QUOTATIONS OF LOCAL SECURITIES

Quotations furnished by MOODY BROS. & CO., 25 Harrison Ave., Springfield. Corrected up to Oct. 19th, 1912.

[Par value 100 unless otherwise specified. Other figures in parentheses represent the regular dividend rate.]

### BANKS AND TRUST COMPANIES

	Div.	Bid	Asked
Chapin national.....	(5)	114	116
Chicopee national.....	(8)	185	190
Springfield national.....	(8)	212	215
Third national.....	(10)	235	..
Springfield Safe Deposit (9)	235	237	
Union trust co.....	(7)	220	..
City national of Holyoke (5)	113	115	
Hadley Falls national (7)	140	150	
Holyoke national.....(10)	190	205	
Home national, Holyoke (7)	140	145	
Park national, Holyoke.. (6)	100	105	
First national, Westfield (6)	135	140	
Hampden national, West- field.....	(8)	160	165
Northampton national.(10)	212	215	
First of Northampton.. (6)	130	..	
Hampshire County na- tional.....	(5)	107	112
First of Amherst..... (7)	165	170	
First of Greenfield..... (8)	190	200	
Franklin County trust co. (4)	105	110	
North Adams national.. (7)	127	133	
North Adams trust co.... (4)	100	105	
Produce national, Deer- field.....	(4)	95	100

### PUBLIC SERVICE CORPORATIONS

Boston & Albany.....(8)	213	214
Fitchburg preferred..... (5)	120	121
Connecticut River rail- road .....	(10)	260
Connecticut and Pas- sumpsic preferred... (6)	130	131
Vermont & Massachusetts railroad..... (6)	155	158
Ware River railroad..... (7)	174	..
Pittsfield and North Adams..... (5)	140	..
Massachusetts Northern railways—		
Common.....	35	37
Preferred .....		102
New London Northern.. (9)	208	216
Amherst water..... (6)	120	125
Springfield railways pref. (4)	93	95
New England Investment securities..... (4)	94	96
Holyoke street railway.. (8)	188	190
Northampton street rail- way..... (5)	120	125
Connecticut Valley street railway preferred... (6)		115
Greenfield electric light.. (6)	148	150
Massachusetts lighting co..... (7)	120	123
Springfield gaslight com- pany .....	(12)	280
United electric light com- pany .....	(10)	270

Continued on page XXXII

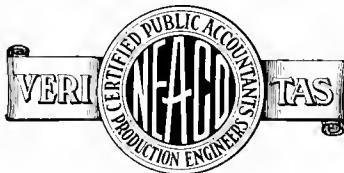
# QUOTATIONS OF LOCAL SECURITIES

OCT. 19th, 1912

## MANUFACTURING AND MISCELLANEOUS

	Div.	Bid	Asked
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American thread 4's, 1919		94	94 $\frac{1}{2}$
B. D. Rising co. ....	(7)	133	137
American writing.....		3	4
do preferred.....		36	38
do bonds.....	(5)	90	90 $\frac{3}{4}$
Berkshire cotton mfg. (10+)		300	310
Bircham Bend company (12)		350	500
Chapman valve—			
Common.....		55	60
Preferred.....	(7)	101	102
Chicopee manufacturing. (6)		110	..
Consolidated dry goods—			
Common.....		12	15
Preferred.....	(7)	75	90
Crocker-McElwain pref.. (7)		102	106
Dwight mfg... (500) (12+)		1175	
Eastern States refrigerating—			
Preferred.....	(8)	100	101
E'hampton rub. thread (12)		200	..
Farr alpaca, Holyoke ... (24)		880	385
Fiberloid co., pfd.....	(7)	112	114
Glendale elastic fabric. (8+)		166	166 $\frac{1}{4}$
Greylock mills co.....	(6)	125	132
Hartford carpet—			
Common.....	(7)	123	125
Preferred.....	(7)	121	124
Haydenville co.....	(5)	100	105
Hendee mfg. preferred.. (7)		125	127
Hedges Fiber.....(6+)		102	105
Holyoke card and paper			
.....(6+)		150	155
Holyoke water-power (12+)		395	400
Hoosac Cotton mills, pfd. (6)		105	106
Knox automobile pref....		..	50
Lyman mills.....(6)		125	127
Metallic drawing roll. (20+)		190	200
National equipment pref. (7)		103	..
Nayasset club 5's.....		70	72
Pope manufacturing—			
Common.....	(1)	37	39
Preferred.....	(6)	74	75
Springfield Fire & Marine			
.....(10)		238	240
Springfield breweries—			
Common.....		6	8 $\frac{1}{2}$
Preferred.....	(8)	88 $\frac{1}{2}$	90
Bonds, 6's.....		100	101
Taber-Prang pref.....	(7)	95	100
Union twist drill—			
Common.....(12)		180	190
Preferred.....(6)		103	105
United States envelope—			
Common.....		102	105
Preferred.....	(7)	115	117
Serial 5's.....		100	102
United States whip—			
Common.....		20	35
Preferred.....	(8)		95
Bonds, 6's.....		100	101
West Boylston co.....(8+)		155	165



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AUDITORS, INDUSTRIAL ENGINEERS, SYSTEMATIZERS

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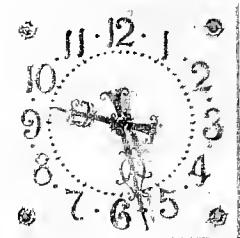
Fellow Certified Public Accountants of Mass., Inc.

Fellow American Association Public Accountants

Counselor in Business Administration and Finance

CHARLES O. WALKER, C. P. A.  
Manager Audit DepartmentWALTER M. CURTIS, S. B.  
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*Electric Clock Systems for  
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Patronize Home Industries

There's New England Quality in Every Sheet

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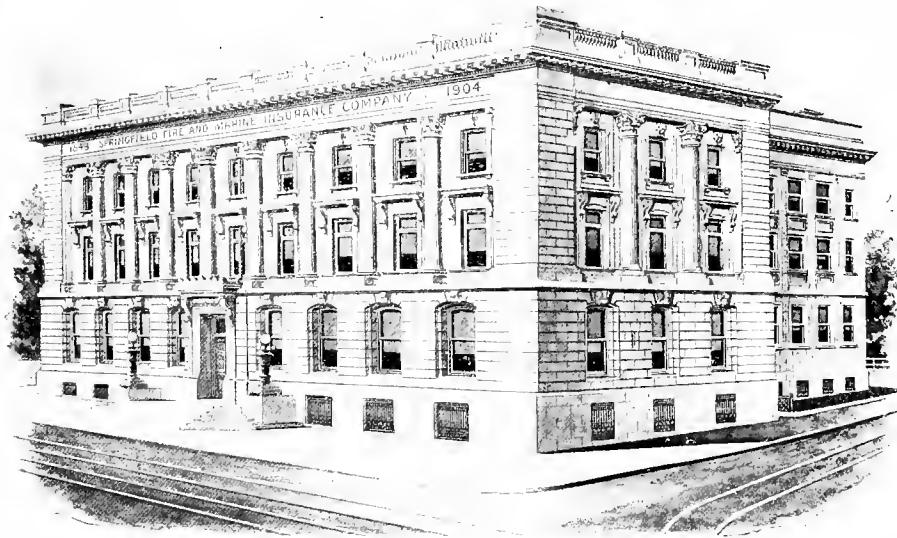
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Advertising Dept.



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OF SPRINGFIELD, MASS.

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Charter Perpetual

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THEN  
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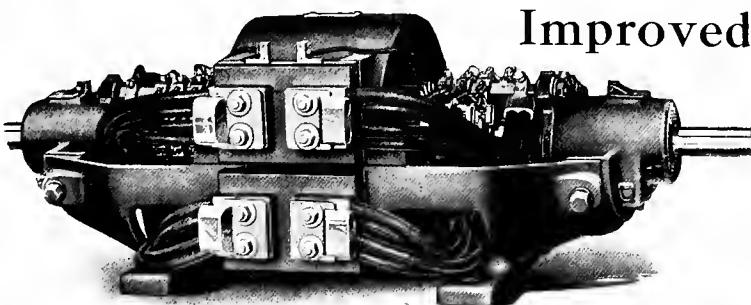
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Using the three-wire system with these machines means a large saving of copper and better voltage at tanks when changing work. *Write our nearest office for Bulletin 4860.*

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CAPITAL, \$200,000.00

SURPLUS AND PROFITS, \$250,000.00

**FIRST NATIONAL BANK**  
GREENFIELD, MASSACHUSETTS  
INCORPORATED 1822

SAFE DEPOSIT BOXES \$3 PER YEAR AND UPWARD

JOSEPH W. STEVENS, PRESIDENT

JOHN E. DONOVAN, CASHIER



*New England's  
Favorite*

*No beer, foreign or domestic, has as large a sale  
in New England as*

***Springfield Beer***  
**GOLD MEDAL TIVOLI**

*A taste of this delicious brew tells at once why  
Springfield is New England's favorite beer.*

***Springfield Breweries Co.,***

*Springfield, Mass.*



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**H**IGH GRADE FITTINGS ARE NONE TOO GOOD FOR THE MODERN HIGH GRADE POWER PLANT. Why buy a valve because the price is low? It will be more expensive in the end than the DEPENDABLE MONARCH, which can be had at the lowest price consistent with the highest grade material, workmanship and design. THE THINGS THAT COUNT FOR SERVICE.

Manufactured by

**MONARCH VALVE & MFG. COMPANY**

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*The Heaton House*

**The Heaton Place**—situated near the center of the village, is one of the best residential pieces of property in Amherst. For eleven years it was the home of Eugene Field and for a long time the home of Mary Heaton Vorse. Until a few months ago it was occupied by Ray Stannard Baker. The fine old sixteen-room vine-covered house has been modernized by the introduction of steam heat, electricity, hot and cold water, bath rooms, etc. There are about three acres of perfectly drained land, encircled by grand shade trees and planted with choice fruit trees and shrubbery.

**An Excellent Location for an Inn or Private School.** Asking price, \$15,000.

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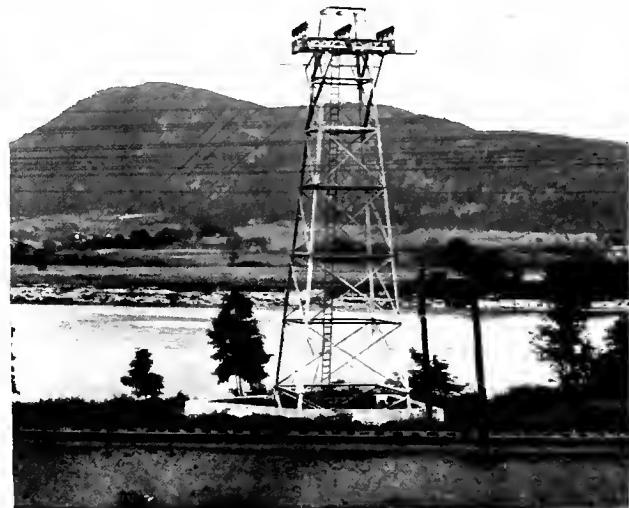
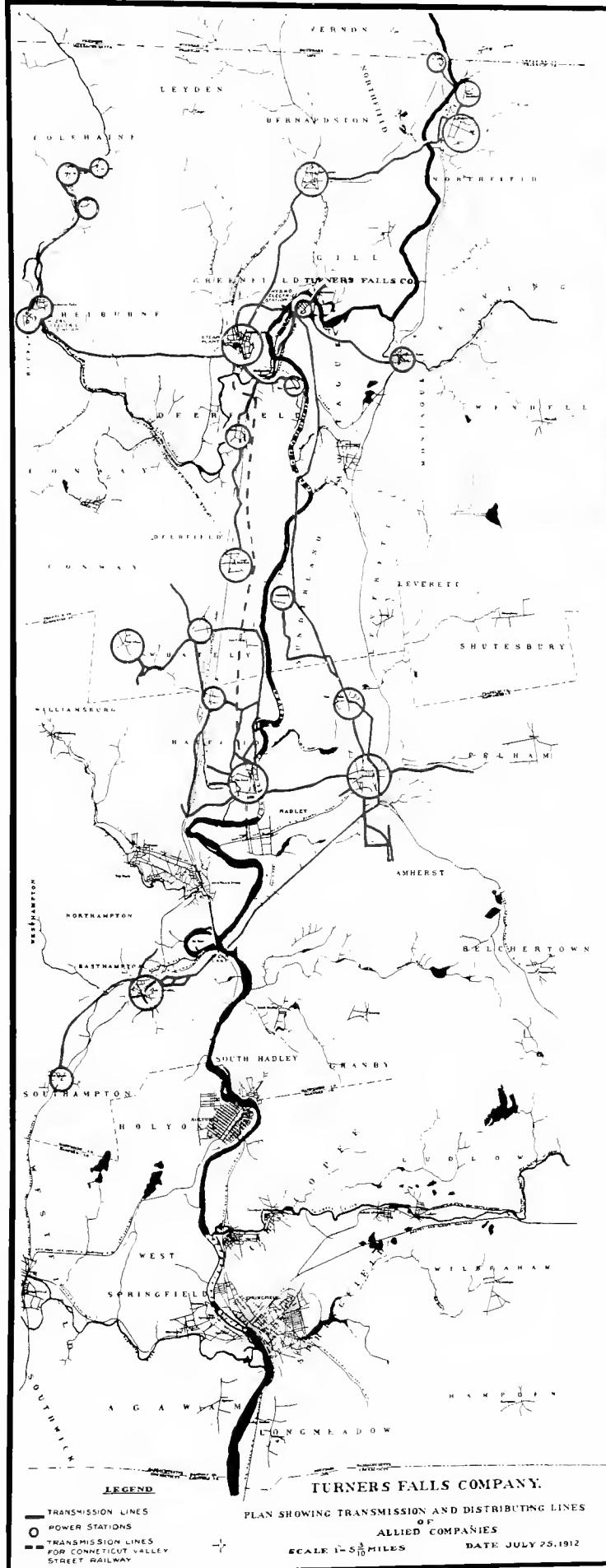
**Tobacco Farm**—near Amherst, eighteen acres shed room. Last two crops together sold for \$19,000. Asking price only \$14,000.

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**Village Farm**—excellent 1 $\frac{1}{2}$ -story house, good barn, hen house and outbuildings. Twelve acres first-class easterly sloping land with some pasture and wood land. Supplied with city water and electric lights. Close by church, store, school and postoffice. Price, \$2900.

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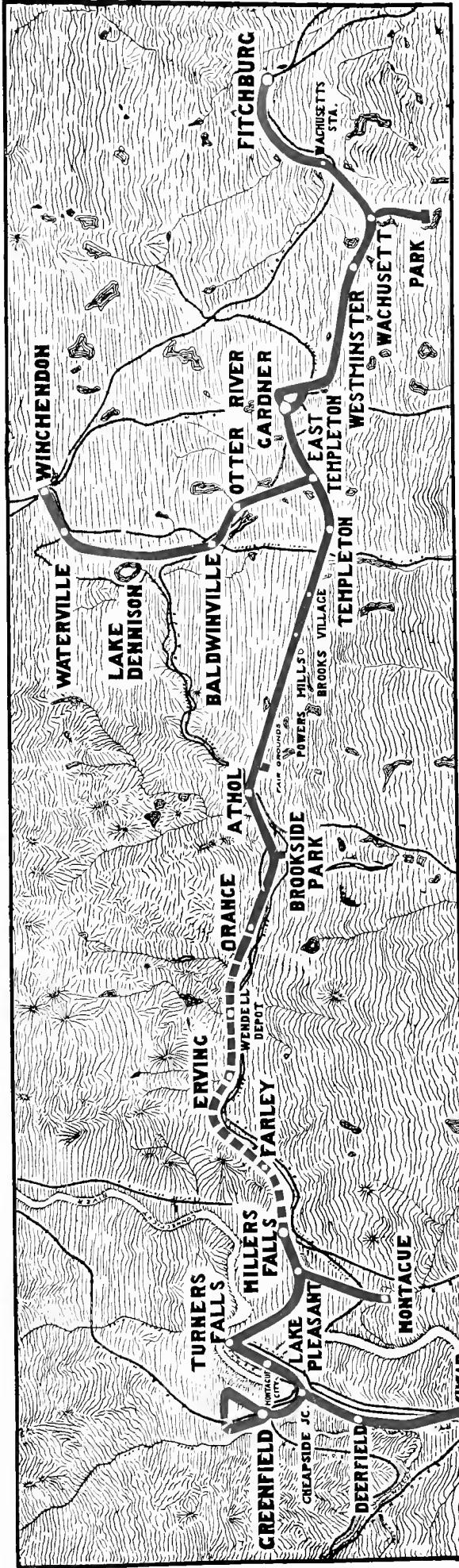
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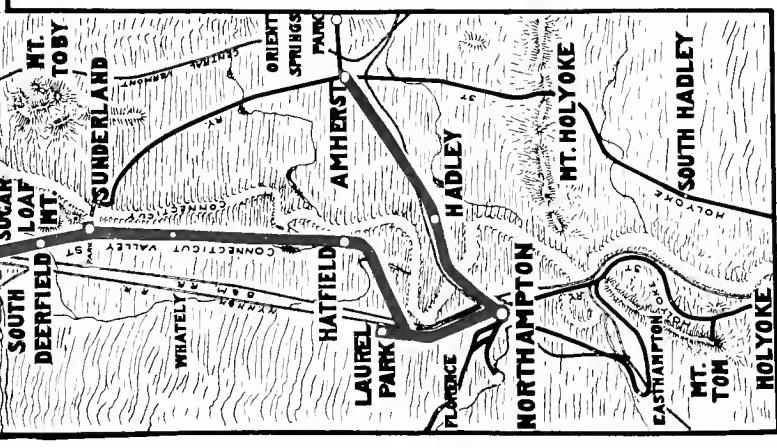
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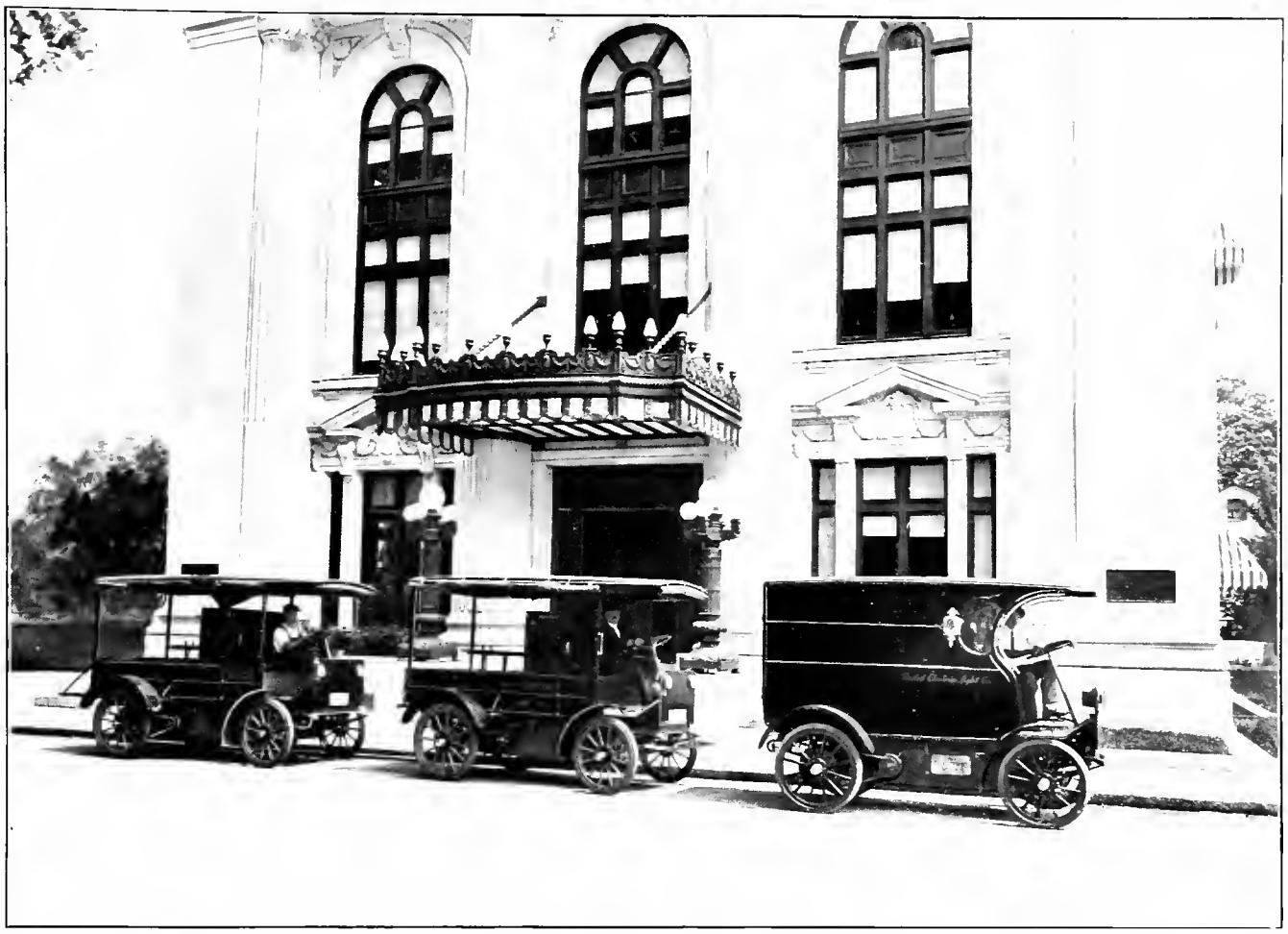
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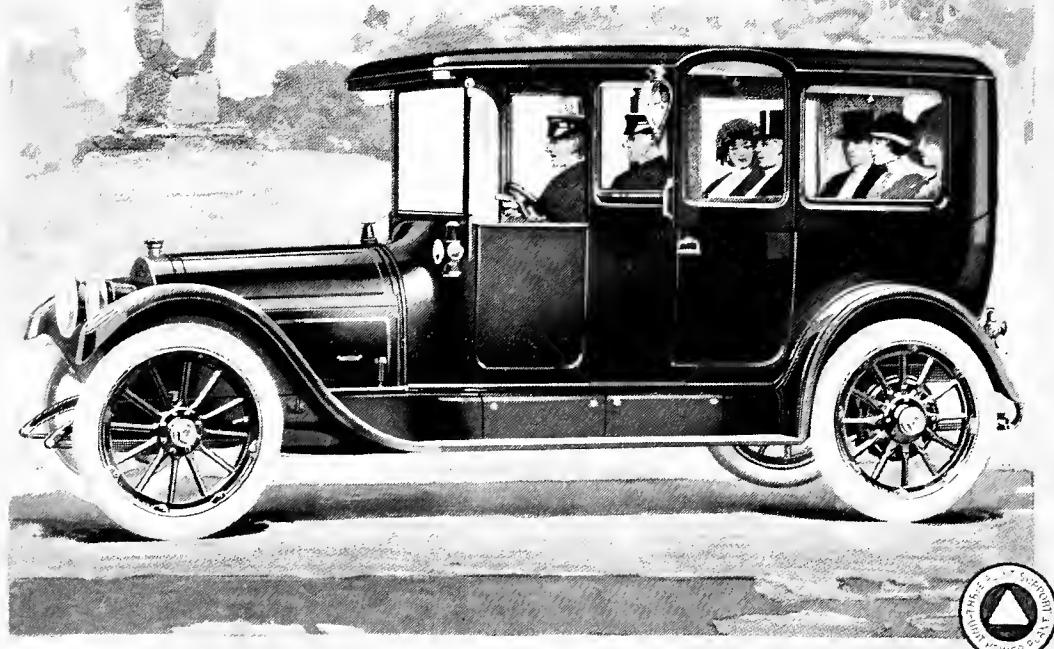
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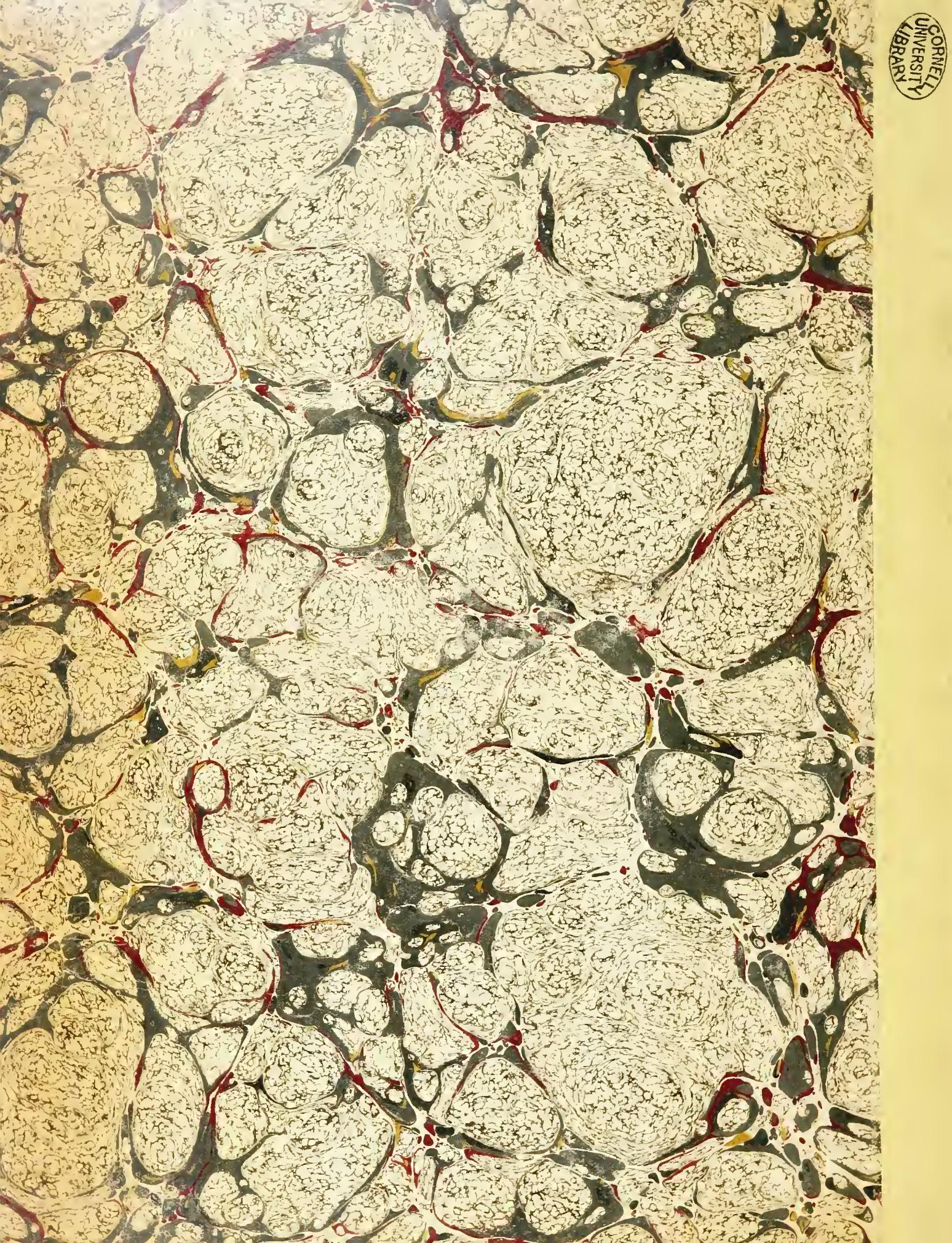
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